



ICE CREAM FIELD

September 1952

One Dollar

EXPOSITION-IN-PRINT YEARBOOK

Push All Your Flavors

for Greater Sales
and
Brand Prestige



WELCOME

DAIRY INDUSTRIES EXPOSITION
Sept. 22-27 — Chicago
Booth D-99
HEADQUARTERS
CONGRESS HOTEL

FOLDING, PARAFFINED, AND LAMINATED CARTONS
BAKERY PACKAGES · PREPACKAGING BOARDS AND TRAYS



LIQUID-TIGHT CONTAINERS · FOOD TRAYS · PAPERWARE
EGG CARTONS · PLATES · PAILS · HANDI-HANDLE CUPS



Sally

INVITES YOU TO CHICAGO

SEPTEMBER 22-27

Dairy Industries Exposition

BOOTH A-29

There's Always Room At Our House

Jazz Chorus

Words and Music by
BOB MERRILL

Brightly (But Not Too Fast)
(Head clapping style)

Verse

(Cello Tone)



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International Copyright Secured



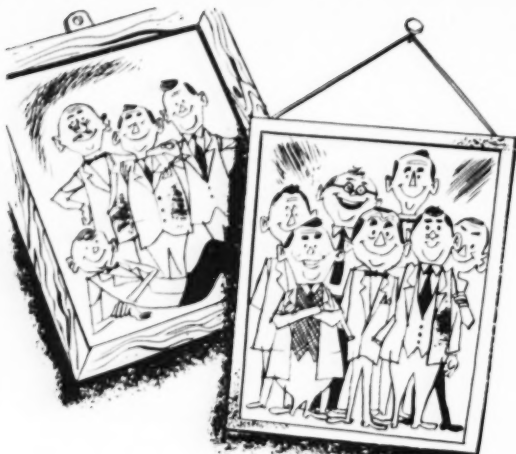
WELCOME TO
HOSPITALITY
HEADQUARTERS
CONGRESS HOTEL
SUITE
900



VAN-SAL Vanillas

REPRODUCED BY PERMISSION

S. H. MAHONEY EXTRACT CO., CHICAGO 16, ILL.



more ... and more ... and more

Ice Cream Manufacturers Are Using Nonfat Dry Milk Solids

Here's Why—Nonfat Dry Milk Solids as a source of serum solids can produce ice cream of the highest *quality* ... high in nutritive value ... high in taste appeal. Equally important to manufacturers, Nonfat Dry Milk Solids has very good keeping qualities. It does not require refrigerated storage.

Yes, more and more ice cream manufacturers are using Nonfat Dry Milk Solids to meet the demand for a better product. At the same time, the American Dry Milk Institute in its work focuses nationwide attention on the many advantages of Nonfat Dry Milk Solids. For manufacturers, the results have been increased ice cream sales ... and increased ice cream profits.



AMERICAN DRY MILK INSTITUTE

221 N. LaSalle Street, Chicago, Illinois



See CHICAGO

and SEE SAVAGE

See the line that offers
15 Models (15...count 'em!)

From the Brilliant New Glass Front Merchandisers...

2
great opportunities
in **1**

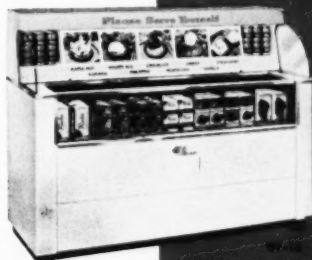
See exciting and glamorous Chicago, heart of the Midwest. It will be an experience you'll never forget. Beautiful lakefront Chicago is ready for you with delightful entertainment, luxury accommodations, good food... all the things to add pleasure while you're seeing the Show of Shows, the DISA Exposition.

And save some time to SEE SAVAGE. We'll be at Booth D-53, Navy Pier, week of September 22, with big comfortable headquarters and a showing of the most beautiful, most efficient, most complete line of cabinets in the industry. There's something for everybody in the Savage line. The cabinets you need are ready for your selection. See them all in one convenient showing. Hope to see you! Savage Arms Corporation, Refrigeration Division, Utica, N. Y.

SAVAGE

ICE CREAM CABINETS
and Merchandising Cabinets

FACTORY REPRESENTATIVES in the following cities:
NEW YORK PHILADELPHIA CHICAGO
CHICOPEE FALLS, MASS. PITTSBURGH ST. LOUIS
ALBANY DETROIT DALLAS
UTICA ATLANTA SAN FRANCISCO



and the gorgeous new
OPEN TOP MERCHANDISERS



down to the economical hardworking
little 3-HOLE SINGLE



including also the chest
type 4-S.T., 4-D.T., 5-D.T.,
8-D.T., 10-D.T., the giant
12-D.T., and 4 remotes.



SURE-KOLD® has the

right insulated bag for your requirements...

BROWN

Has all the SURE-KOLD advantages of superior insulation, easy handling, and compactness to keep storage space at a minimum. Lowest priced insulated bag on the market.

WHITE

Adds the advantage of gleaming white paper for more attractive appearance. Same fine insulation and compactness. Excellent for colorful custom printing of your name, trademark, sales message.

ALUMINUM FOIL

Foil is on the OUTSIDE for scientifically proved greatest insulation efficiency. Most compact of all. Sparkling foil is tops in appearance and prestige. Prints beautifully in all colors.



Only SURE-KOLD GIVES YOU ALL THREE TYPES . . . to serve your particular requirements. All have the famous SURE-KOLD advantages of compactness and lowest net cost insulation per pint of ice cream. See SURE-KOLD for the RIGHT INSULATED BAG FOR YOU!

WHITNEY BROS., INC.

OUR 75TH YEAR

34-42 FARNSWORTH STREET

BOSTON 10, MASSACHUSETTS

Pacific Coast: WEST COAST COVERAGE CO., 4204-10 S. Produce Plaza, Los Angeles 58, California

Distributors and Sales Representatives

Increased demand for Sure-Kold bags has opened several desirable territories. Applications and inquiries invited.

Kelvinator

*Cordially invites you to visit
with us during the Dairy
Industries Exposition at
Navy Pier in Chicago,
September 22nd through 27th.*

*We pledge to continue to merit
your confidence by always
building the finest refrigerating
and merchandising equipment
to help you sell more Ice Cream.*

**There is a
Better Ice Cream
Merchandising Cabinet**

IT'S Kelvinator

**D. I. S. A. EXPOSITION
SPACE C-98**

**NAVY PIER, CHICAGO
SEPTEMBER 22nd—27th**

DIVISION OF NASH-KELVINATOR CORPORATION • DETROIT 32, MICHIGAN



look to Mathieson for dry ice

From Philadelphia and 16 other key cities throughout the Eastern and Southern States, Mathieson Dry Ice serves the ice cream, beverage and other food industries.

Mathieson Dry Ice warehouses are equipped and staffed to give you dependable delivery service. Call your nearest Mathieson warehouse today for quality Dry Ice, plus swift delivery and friendly, helpful service. Mathieson Chemical Corporation, Baltimore 3, Maryland.

Mathieson
CHEMICALS

MATHIESON DRY ICE WAREHOUSES

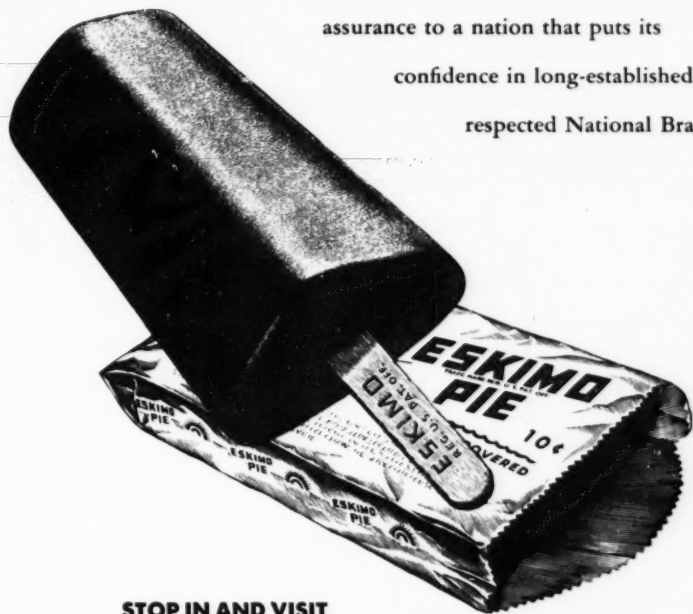
Atlanta, Ga.
Baltimore, Md.
Birmingham, Ala.
Charlotte, N. C.
Chattanooga, Tenn.
Greensboro, N. C.
Jacksonville, Fla.
Knoxville, Tenn.
Memphis, Tenn.
Nashville, Tenn.
New Orleans, La.
New York, N. Y.
Norfolk, Va.
Philadelphia, Pa.
Richmond, Va.
Saltville, Va.
Washington, D. C.

SERVING INDUSTRY, AGRICULTURE AND PUBLIC HEALTH

ESKIMO PIE is the most widely
known trade mark of the industry...
America's most famous ice cream treat,
internationally renowned.

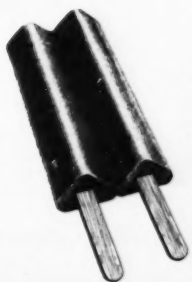
The Pledge of Quality on the
ESKIMO PIE bag is unique assurance of
highest quality standards.

The trade mark **ESKIMO** conveys this quality
assurance to a nation that puts its
confidence in long-established and
respected National Brands.



**STOP IN AND VISIT
US AT BOOTH A-43
DAIRY INDUS-
TRIES EXPOSITION**

For information on selective distribu-
tion opportunities write us direct.



ESKIMO
Trade Mark Reg. U. S. Pat. Off.
TWIN POP

Another of the many famous
ESKIMO products.

52-46

ESKIMO PIE CORPORATION, BLOOMFIELD BANK & TRUST BUILDING, BLOOMFIELD, N. J.

ICE CREAM FIELD, September 1952

© Eskimo Pie Corporation.



and then he called the Sealright man!



**CAPTURE YOUR SHARE OF THE
HALF GALLON BUSINESS WITH
THIS STAND-OUT CONTAINER**

- The Alservis Container provides exact measurement—no overpacking!
- Durable and leak-proof! It's also easier for the customer to spoon from.
- The Alservis is plastic lined—it keeps ice cream fresh longer!

Visit us—BOOTH A54
DAIRY SHOW



Sealright

ALSERVIS Half Gallon Containers

A package and a promotion for every ice cream need.

OSWEGO FALLS CORP.—SEALRIGHT CO., INC., FULTON, N.Y. • KANSAS CITY, KANSAS • SEALRIGHT PACIFIC, LTD.,
LOS ANGELES, CALIFORNIA • CANADIAN SEALRIGHT CO., LTD., PETERBOROUGH, ONTARIO, CANADA



When you get to the convention...

**you'll probably have
101 places to go and
1001 things to do . . .**



but

**no matter what else you do
come see Le Roy at Booth A12
and see how we make profitable
ice cream sandwiches with the**

"JUST FILL AND FREEZE" Le Roy method

LE ROY FOODS, INC., 290 SO. FIFTH ST., BROOKLYN 11, N.Y.

ACCLAIMED

Foote & Jenks
JACKSON MICHIGAN
VANILLA
ONE GALLON

FOOTE & JENKS
JACKSON, MICHIGAN

MIXACOID

The Original Emulsifier



Argie

*extends a cordial invitation
to the Ice Cream Industry
to visit us at Booth A42
at the Dairy Industries Exposition,
Chicago, Illinois,
week of September 22nd.*

SPECIALISTS IN EMULSIFICATION AND STABILIZATION

R. G. MOENCH AND COMPANY

**ONE AND A
QUARTER MILLION
GALLONS A DAY**

Ice Cream Plants with KING SHARP FREEZE SYSTEMS

**can harden over one
and a quarter million
gallons a day ***

King Systems give you . . .

1. Constant temperatures
at -20° to -35° F
 2. Simple defrosting
 3. Increased hardening
room capacity
 4. Fast freezing and freezer
quality retention
- Low handling cost**

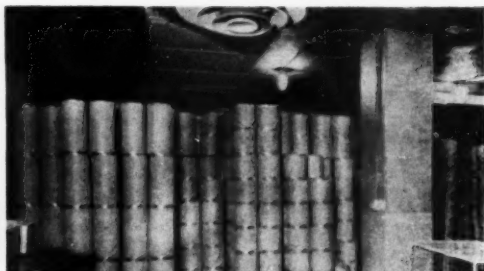
**Send for a complete list of
Ice Cream plants which use
King Sharp Freeze Systems.*

WRITE TODAY

for full information—our engineering staff is at your service

The King Co. of Owatonna

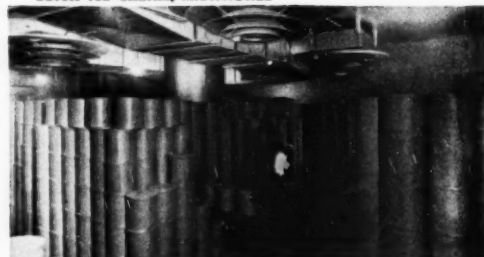
902 NO. CEDAR STREET • OWATONNA, MINNESOTA



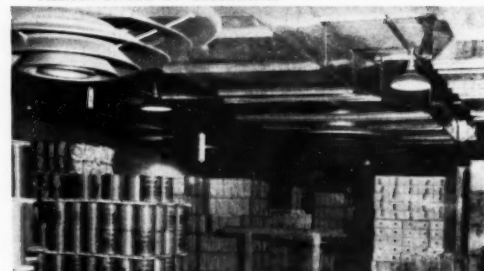
MARIGOLD DAIRIES, ROCHESTER, MINNESOTA



LUICK ICE CREAM, MILWAUKEE



FRENCH-BAUER OF CINCINNATI



HARDING AT OMAHA

See you at Booth D38—DISA Show—Chicago—Sept. 22-27
and visit our Hospitality Suite in the Congress Hotel.

Engineers and Manufacturers of
**SHARP FREEZE,
COOLING, VENTILATING
HEATING AND DRYING
SYSTEMS**

Booth A-40 at the DISA Exposition



OUR CUSTOMERS EVERYWHERE ARE REPORTING:

"SECOND TO VANILLA IN POPULARITY"
Proving more successful every day

RIPPLE is RIGHT!

"Ripple" and "Wave" are registered trademarks of the Balch Flavor Co.

FOR PULLING UP YOUR
ICE CREAM SALES CURVE!



Every day, all over the country, RIPPLE ICE CREAMS are gaining in popularity, proving more and more successful for the ice cream manufacturer who wants to give his customers an extra feature. If you're not running Ripples now, investigate—as a comparatively low-cost flavor, they're the surest way to build more ice cream sales. Easy to make—simply ripple into your own vanilla ice cream with ready-to-use Genuine Ripple Sauces. *Send for complete details.*

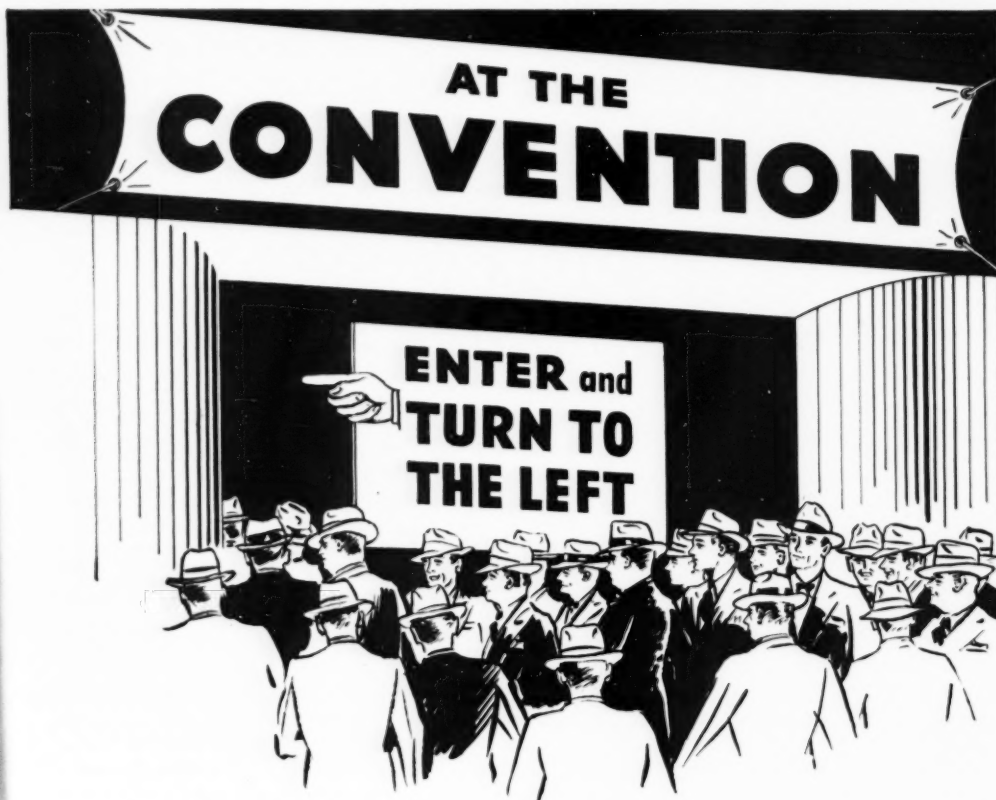
13 WONDERFUL FLAVORS! Feature **FUDGE RIPPLE**—now one of your basic flavors—as a year 'round favorite, and run monthly specials in: Butterscotch, Strawberry, Red-Raspberry, Black-Raspberry, Cherry, Orange-Pineapple, Peach, Green Mint Pineapple, Caramel, Pineapple, Marshmallow.

READY TO USE ALSO for Sundae Cups; the increasingly popular Ripple Ice Cream Sandwich; and factory-filled Ripple ice cream cones. *Send for details—and free advertising streamers.*

BALCH FLAVOR COMPANY

ADAMS & FULTON STREETS, PITTSBURGH 33, PA.

WEST COAST: Fred Cohig, 1855 Industrial, Los Angeles, Calif.
CANADA: R. J. Campbell Co., No. 2 Dennison Road, Weston, (Toronto)



THE VANILLA LABORATORIES BOOTH (Number 80) is on the North Pier, about two-thirds of the way out.

Every Vanilla user is more than welcome to use it as a resting and meeting place, or to just come in to visit with us. We'll be glad to talk baseball, golf, or even Vanilla, as you wish.

We hope it will be quiet—we know it will be comfortable, and your desire to use it is your latchkey.



Vanilla Laboratories, Inc.

ROCHESTER, N. Y.

PURES—BLENDS—CONCENTRATES—POWDERS

ICE CREAM FIELD, September 1952

Today's Trend Towards Automatic Sandwich Processing Provides Ice Cream Manufacturers with Savings of 10¢ Per Dozen Over Other Production Methods . . . Highest Profit Potential . . . Top Quality Sandwiches . . . Greatest Sales Results!

Empire "Giant and Twin" Sandwiches (2" x 5 1/4") Are Used With



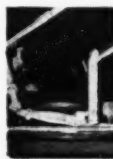
**THE ANDERSON
AUTOMATIC MACHINE**

The ultimate in completely automatic sandwich production. Used with outstanding success by leading manufacturers, 3 people produce 300-400 dozen boxed sandwiches per hour.



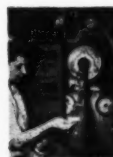
**LYNCH "MOREPAC"
AUTOMATIC SANDWICH
WRAPPING UNIT**

Produces the perfect "merchandising" sandwich. Completely wrapped . . . ready for ready sales! Used in conjunction with Empire Sandwich-Matic Unit can produce 300-400 dozen wrapped sandwiches per hour with 3 people.



**EMPIRE
SANDWICH-MATIC
Processing Unit**

Available on inexpensive rental basis. Extreme versatility allows for use in any plant, large or small. Can produce several size sandwiches, by simple change of extruder. Capacity: 250-400 dozen per hour.



**HAND EXTRUSION
METHOD**

Inexpensive, versatile production method. Can produce any size sandwich with simple replacement of extruders. Extruders available from Empire Biscuit for \$15.

THE BISCUIT DESIGNED with AUTOMATIC PRODUCTION IN MIND

for today's lowest sandwich unit cost!

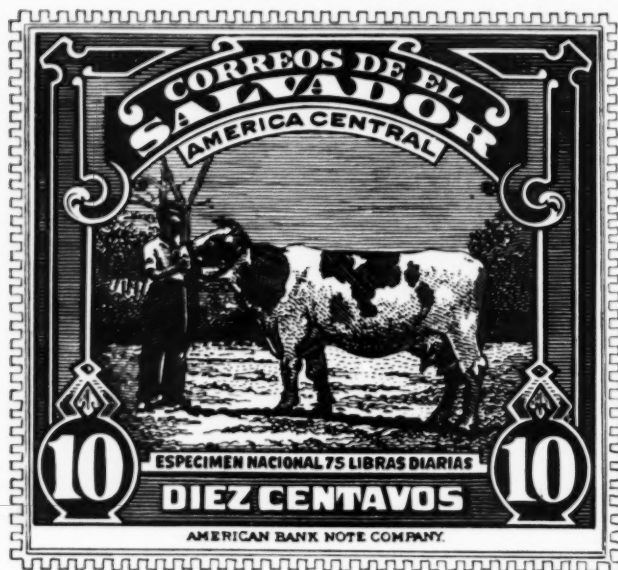


write for further details
on waters or processing methods

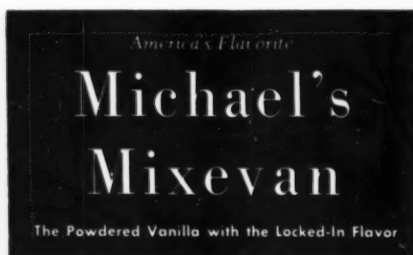
EMPIRE BISCUITS

30 Waverly Avenue, Brooklyn 5, New York

See The NEW Empire SANDWICH-MATIC SANDWICH PROCESSING UNIT IN ACTION AT THE DISA SHOW — BOOTH C-16



see the story of the
Dairy Industry on postage stamps
 visit David Michael's Booth A-13
 Dairy Industries Exposition in Chicago
 September 22 to 27



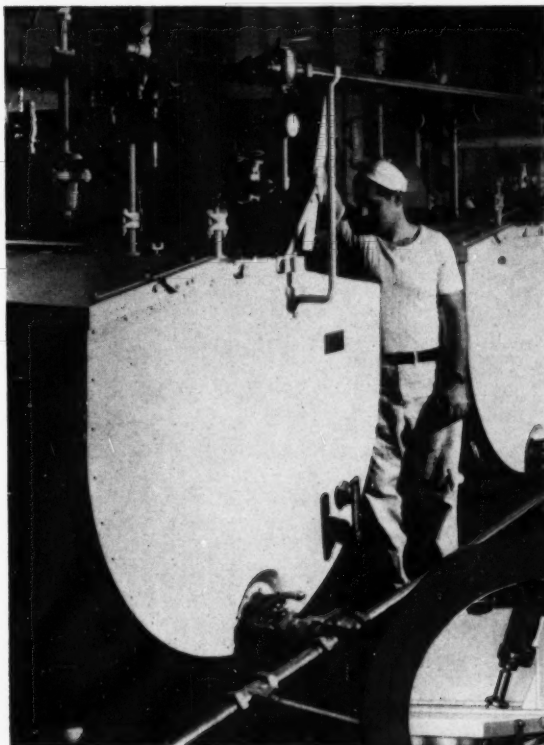
Our Laboratory is at
 your disposal for
 pre-flavored mixes
 and specialized
 products.

DAVID MICHAEL & CO., Incorporated
 Half a Century in the Flavoring Field
 3743-63 D STREET • PHILADELPHIA 24, PA.

For further information and prices see our representative or write direct

For Low-Cost, Space-Saving All-Purpose Storage

USE CHERRY-BURRELL "CR" STORAGE VATS



Automatic Cover Lock Case permits locking cover in two positions: for aeration, or for inspection and cleaning. 3-blade stainless steel agitator. Single or two-speed motor. Direct expansion or brine cooling coils available. Capacities: 300 to 1000 gals.

Here's real all-purpose storage for small or medium plants. Cherry-Burrell "CR" Vats handle a wide variety of mixes . . . in a number of ways. You can use them to store your products either at constant temperatures or at unusually low temperatures for long periods, or even for further cooling during holding period.

And however you use them . . . with whatever size or type batch . . . Cherry-Burrell "CR" Vats assure better product quality—and most profitable use of plant facilities. Here's why:

Efficient Holding of all products at low temperatures. Vat body lined with 2-inch corkboard insulation. Snug-fitting flanged covers reduce heat losses and prohibit any moisture drain into vat.

Sanitary—easy to clean. Product contact surfaces highly polished stainless steel. All parts, inside and out, completely accessible. No sharp, hard-to-clean corners. Removable agitator. Adjustable legs pitch vat for fast drainage. All welded body construction.

Flexibility—"CR" Vats installed in batteries, provide necessary flexibility to store different flavors and types of mixes.

Ask Your Cherry-Burrell Representative about space-saving, all-purpose "CR" Storage Vats. Or clip coupon.



CHERRY-BURRELL CORPORATION

427 W. Randolph Street, Chicago 6, Ill.

Equipment and Supplies for Industrial and Food Processing

FACTORIES, WAREHOUSES, BRANCHES, OFFICES
OR DISTRIBUTORS AT YOUR SERVICE IN 56 CITIES

Cherry-Burrell Corporation
Dept. 120, 427 W. Randolph St.,
Chicago 6, Illinois

5235

Please send Bulletin G-438

Name

Company

Address

City..... Zone..... State.....

GRAND RAPIDS CABINET CO.

**WE'LL BE LOOKING FOR YOU
at BOOTH No. A-91**

**NORTH PIER
DAIRY INDUSTRIES EXPOSITION - CHICAGO**

ON DISPLAY

OUR NEWEST

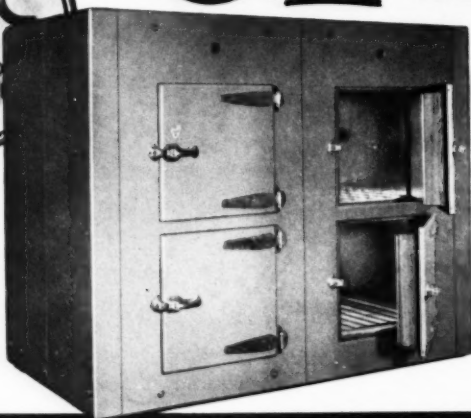
LOW

TEMPERATURE

STORAGE BOXES AND OTHER NEW PRODUCTS



SKD 360
LOW
TEMPERATURE
STORAGE BOX



3 NEW OUTSTANDING

KNOCK-DOWN

LOW

TEMPERATURE

STORAGE BOXES

for

ICE CREAM and FOOD
DISTRIBUTING PLANTS . . .
DAIRY and FOOD STORES . . .
RESTAURANTS . . . INSTITUTIONS

Write for descriptive literature
and prices.

GRAND RAPIDS CABINET COMPANY

427 ALABAMA ST.

GRAND RAPIDS, MICHIGAN

Orange Pineapple

Black Raspberry

Butterscotch

Tutti Frutti

Rum Raisin

Whole Strawberries

Brandied Peach

READY MIX

Ice Cream Flavor

by

Snyder
of Battle Creek

Ready to use in No. 10's and Barrels

Egg Nog

Strawberry Layer

Butter Pecan

Chocolate

Cocoanut Pineapple

Black Walnut

Red Raspberry

from the home of

spoof foods

We extend a cordial welcome for you to visit us at
Booth C-34, Dairy Industries Exposition

Continuous Service Since 1890



Like an Unexpected Vacation for Extra Busy Production Men



National Pectin Products Experimental and Laboratory Service



We Invite Your Problems . . . an opportunity to assist your production department in producing a better product more efficiently and economically. Write now and let us put our complete facilities to work for you. There is no charge . . . no obligation.

We Invite You To Prove to yourself that National Stabilizers and Emulsifiers are easier to handle . . . better in every way for modern ice cream production methods.

WRITE NOW FOR TRIAL QUANTITIES

For Ice Cream and Low Fat Mixes . . . **COPENA** and **COPENA Special** The Quality Stabilizer Emulsifiers . . . **NA-PE-CO** and **NA-PE-CO Special** The All-purpose Emulsifiers . . . **MILK SHAKE Stabilizer** for Back Bar Mixes.

For Sherbets and Ices . . . **SURE-BET** for Over 27 Years . . . The Standard for High Quality.

For Fruit and Juices . . . **FRUIT TOPPING POWDER** with Fruit Topping Powder Acid . . . the Perfect Pectinizing Agent.



National



Company

2656 W. CULLERTON ST.

CHICAGO 8, ILLINOIS

You Will Make a Better Product When You Use a National Stabilizer or Emulsifier

WE INVITE YOU TO VISIT BOOTH D-94, NAVY PIER, DURING THE DISA EXPOSITION



*We cordially invite you to rest
and refresh with us in the Washington Room
of the Congress Hotel. Open house daily,
5:30 to 7:00 P. M., Sept. 22nd through 26th.*

AMERICAN MAIZE-PRODUCTS COMPANY

Makers of Frodex (the original corn syrup solids)

SEE OUR LATEST
MODELS AT THE

**18TH
DAIRY
INDUSTRIES
EXPOSITION**

ICE CREAM CABINETS by **Anheuser-Busch** *A Great New Line with the Accent on Sell*



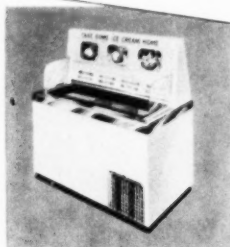
2 Hole Single Row



10 Hole Double Remote



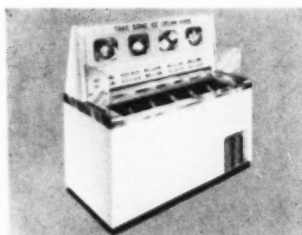
Small Glass Front



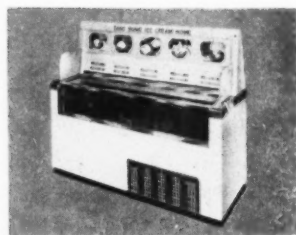
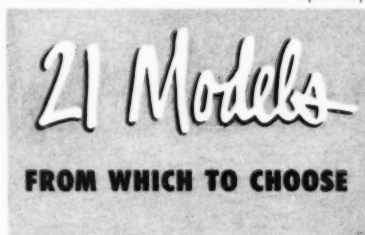
Small Open Top



4 Hole Single Row



Large "Step Down" Open Top



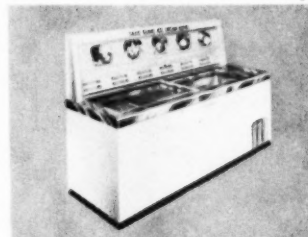
Large Glass Front



4 Hole Double Remote



Small Glass Top



Large Glass Top



8 Hole Double Row



10 Hole Double Row



8 Hole Double Remote



3 Hole Single Row



6 Hole Double Row



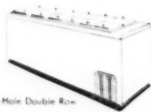
4 Hole Double Row



4 Hole Single Remote



6 Hole Single Remote



12 Hole Double Row




12 Hole Double Remote



6 Hole Double Remote

for additional information, please write
REFRIGERATED CABINET DIVISION, ANHEUSER-BUSCH, Inc., St. Louis, Mo.

fact:

Every Swift & Co. ice cream plant
from coast to coast, featured Butter Brickle*
ice cream  as its flavor-of-the-month
last May.

One reason was because of its spectacular success in the Swift & Co., Des Moines, Iowa Ice Cream plant.

They make Butter Brickle* year 'round in Des Moines. Wouldn't you, if it outsold strawberry?





"In May, 1951, we tested Butter Brickle Ice Cream by featuring it as our flavor-of-the-month. It was a spectacular success.

"The demand for this flavor in Des Moines has reached proportions that we now carry Butter Brickle throughout the year. It is our third-ranking flavor."

J. E. Gildersleeve, Mgr.
Swift & Co. Ice Cream Plant
Des Moines, Ia.

Question:

What would be the most profitable  flavor
for you  to feature as a flavor-of-the-month
in your market?

Answer:

Butter Brickle, naturally!

GET STARTED NOW WITH

Butter Brickle CANDY ICE CREAM
FLAVORING

FENN BROS., INCORPORATED • SIOUX FALLS, SOUTH DAKOTA

*Butter Brickle is a registered trade mark of FENN BROS., INCORPORATED, Sioux Falls, South Dakota



THE WALTER BAKER

THE WALTER BAKER

Package Design Clinic

ON YOUR PACKAGING

Clinic

FOR COUNSEL ON YOUR PACKAGING

CONSTRUCTIVE SERVICE *ever offered*

To meet today's self-service trend
here are the package-designing talents of

Donald Deskey

and

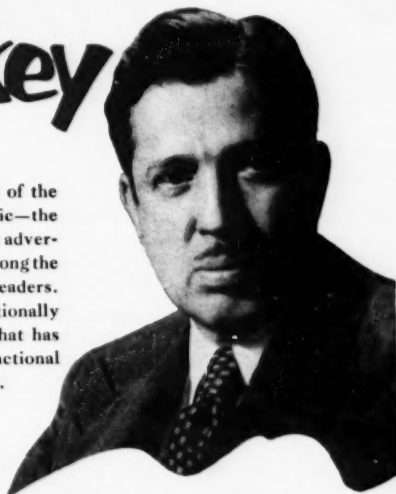


Fairfax Cone
President
Foote, Cone & Belding, Inc.



William R. Baker, Jr.
President
Benton & Bowles, Inc.

Serving you on the advisory panel of the Walter Baker Package Design Clinic—the heads of two of America's foremost advertising agencies, whose clients are among the nation's most successful business leaders. And, of course, Donald Deskey, nationally renowned for package designing that has set a new high in combining functional beauty with increased sales-appeal.



Here's How to Get Your Package Design Appraisal:

1. WRITE TO WALTER BAKER FOR FULL DETAILS
or
2. SEE YOUR WALTER BAKER REPRESENTATIVE, WHO WILL EXPLAIN
THIS UNPRECEDENTED SERVICE TO YOU
or
3. VISIT THE WALTER BAKER BOOTH, NO. C-74, AT THE D.I.S.A.
CONVENTION
or
4. TALK WITH WALTER BAKER REPRESENTATIVES AT THEIR SUITE
IN THE PALMER HOUSE DURING CONVENTION WEEK



Chocolate and Cocoa

CLEVELAND, DETROIT, LOS ANGELES, NEW YORK, PHILADELPHIA, PORTLAND, ST. LOUIS, WASHINGTON

IS YOUR BUSINESS WASTING MONEY BY THE TRUCKLOAD?

Only White

provides the Extra Earning Power of
SPECIALIZED DESIGN

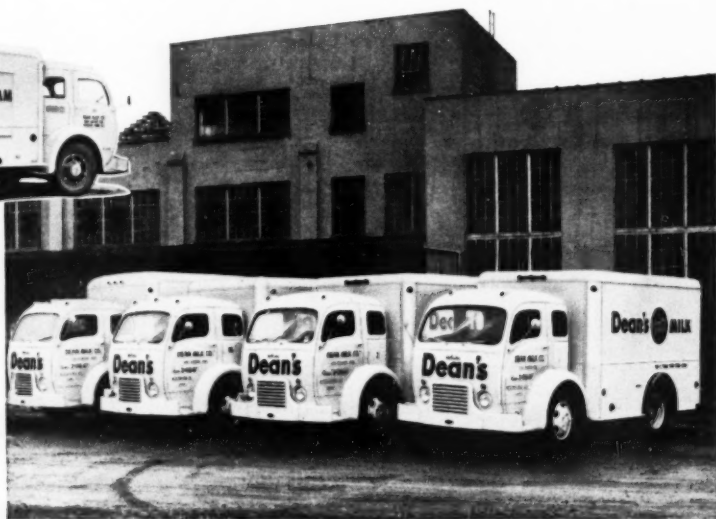
A MISFIT TRUCK wastes time and money anywhere in the dairy industry. Over its life, it can waste many times its original cost.

That's why owners who keep a close watch on costs never buy a truck "off the shelf". A White Truck of *Specialized Design* . . . exactly engineered for its work . . . saves a little more every day . . . a lot more over its longer life.

Ask your White Representative to show you the exclusive advantages of White *Specialized Design* in your business.



DEAN MILK CO. operates a fleet of White Trucks in the Chicago area . . . tailored to their exact needs for ice cream and milk delivery. White Model 3016 has wheelbase of 127½ in., capacity of 1200 gallons ice cream.

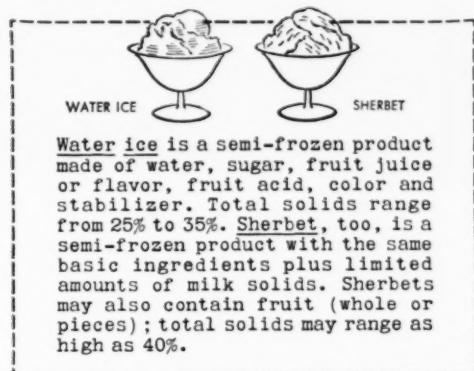


THE WHITE MOTOR CO.
Cleveland 1, Ohio

FOR MORE THAN 50 YEARS THE GREATEST NAME IN TRUCKS



Stabilization of sherbets and ices



Stabilizer function

The stabilizer is vitally important in the manufacture of ices and sherbets. Although ices and sherbets are somewhat similar to ice cream, there are some basic differences which make it highly desirable that a specialized stabilizer be used.

The larger amounts of water in sherbet create a stabilizer problem in the important and difficult function of "binding" the maximum amount of moisture and maintaining smooth texture.

An ice and sherbet stabilizer must combine the qualities of a good ice cream stabilizer with these additional characteristics: (1) it must not cause excessive overrun; (2) it must not be affected by the relatively high acid in sherbet; (3) it should increase viscosity enough to reduce or prevent "bleeding."

Because ices contain no butterfat and sherbets contain little or no butterfat, a stabilizer that acts on both fat phase and water phase is not required.

"Bleeding"—a problem

In "bleeding", unfrozen syrup migrates through the cellular structure of the sherbet to the bottom of the container. This occurs even at low (-20°F) temperatures because high sugar solids content (often 30% or above) prevents total freezing of syrup. There are three ways to overcome "bleeding": (1) proper stabilization thickens the syrup, retards or eliminates migration; (2) use of corn sweeteners to replace part of sucrose (cane or beet sugar); (3) reduction of overrun.

Another problem—surface crustation

Surface crustation, a common defect in sherbet or ice, is caused by sucrose crystallization. It occurs when water is frozen into ice . . . is characterized by hard white spots on the surface.

Use of some corn syrup solids with sucrose

is the best way to eliminate this defect. Other helpful practices are to protect the surface with parchment paper when container is filled . . . to use more stabilizer.

Body and texture faults

Crumbly body generally results from insufficient stabilization, too high overrun, or too low drawing temperature.

Hard body can be corrected by increasing sugar content and overrun slightly, or by replacing portion of sucrose with corn syrup solids.

Soft body can be overcome by a slight reduction or readjustment of sugar content, and overrun.

Snowy body is a result of too much overrun or improper stabilization.

Sticky body may be caused by too much stabilizer—pectin in particular.

Coarse texture stems from the following: (1) insufficient stabilizer; (2) insufficient sugar; (3) too high drawing temperature; (4) delay in placing containers in hardening room.

Ice separation, during freezing in continuous freezers, may be due to any one of a number of factors. The use of a gelatin base stabilizer greatly assists in minimizing this condition because the ingredients increase the mix viscosity sufficiently to retard the action of centrifugal force in separating small ice crystals.

Vel-O-Teen

Swift's Vel-O-Teen is a specialized stabilizer developed for use in ices and sherbets. Vel-O-Teen is not recommended for ice cream. The outstanding features of Vel-O-Teen are obtained by the blending of stabilizing agents scientifically selected for their specific properties.



Order a trial shipment at the quantity price for a test in your own plant. If not satisfied, you may return the unused product for credit at our expense.

Swift & Company

Stabilizer Department
CHICAGO 9, ILLINOIS

Makers of Gelox, Vestirine, and
Vel-O-Teen Stabilizers for ice cream
and sherbets.

Also Velvatex food gelatin.

Here they are! The top ice cream "salesmen"

Frigidaire America's

Ice Cream Display Case—
displays 700 pint packages

Transparent Top
Ice Cream Cabinet

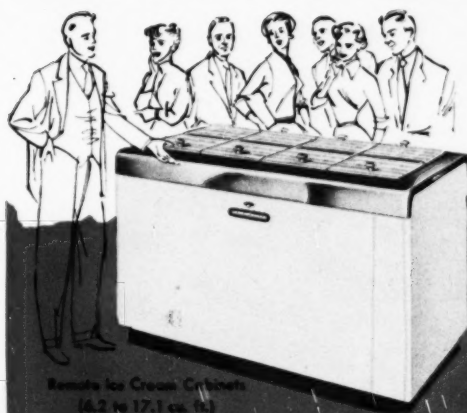
SELF SERVICE
Open Top Zero Self-Servers
(5.3 to 11.2 cu. ft.)

Ice Cream Display Panel
on Zero Self-Server

Standard Ice Cream Cabinet
(4.8 to 12.3 cu. ft.)

SELF SERVICE
Zero Self-Servers
with Roll-up View Top
(11.2 and 18 cu. ft. models)

No. 1 Line of Ice Cream Cabinets



Remote Ice Cream Cabinets
(6.2 to 17.1 cu. ft.)



**All designed
to SELL MORE ice cream!**

Frigidaire — long recognized as the leader in the ice cream cabinet industry — now offers a larger line with even more models than ever before. Exciting new models with wide-open displays have been designed to answer the trend toward "self-service" and "self-merchandising." Topping them all is the handsome "Hy-Viz" Zero Self-Server shown at right with its maximum merchandising appeal — and real zero cold right up to the top of the display.



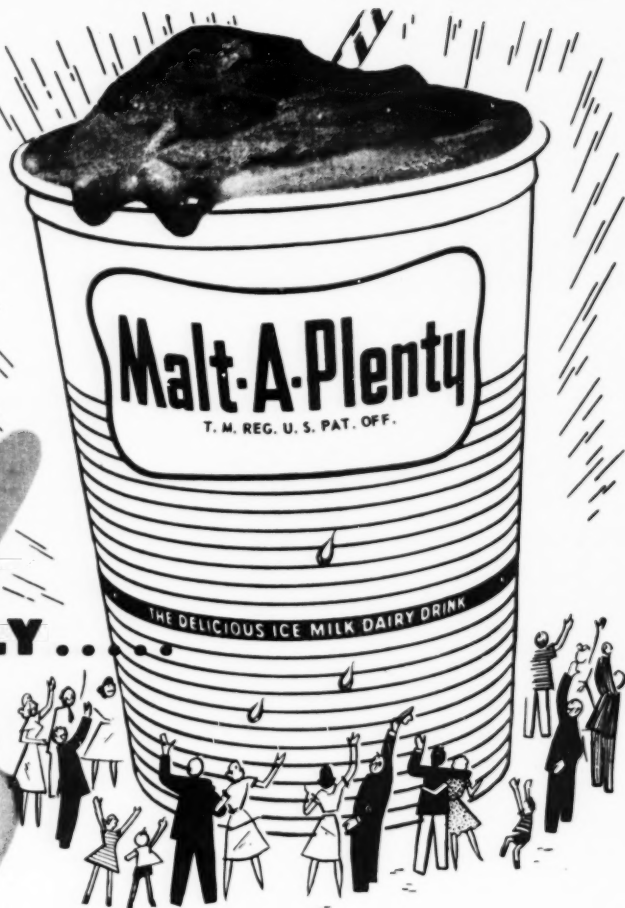
"Hy Viz" Zero Self-Server —
wide-open top!
Full-view glass front!

Frigidaire



America's No. 1 Line of Ice Cream Cabinets

**THE
BIG
DRINK
THAT
IS
PROMOTED
NATIONALLY...**



Malt-A-Plenty is now distributed to ice cream manufacturers in 42 states. Malt-A-Plenty is the *original* nationally promoted thick dairy drink. Fourteen years of research and sales experience give you, in this product and its promotion, the answer to the BIG thick dairy drink problem.

All this is available to you NOW.

Malt-A-Plenty Sales increased 200%

for the first six months of 1952. This means more and more ice cream manufacturers are getting on the Malt-A-Plenty bandwagon for plus volume and plus profits. Get Malt-A-Plenty in your plant NOW. Take advantage of the national publicity and increased popularity of the BIG dairy drink. Get the Malt-A-Plenty story today!

MALT-A-PLenty, INC. • 1635 E. 11th St. • TULSA, OKLAHOMA



Every Spoonful  proves it:

Try a spoonful yourself and see! We'll be glad to send you a demonstration sample FREE. Write to RICHardson.

RICHARDSON QUALITY gives your ice cream
THE EXTRA FLAVOR that keeps
the customer **COMING BACK FOR MORE!**

RICHardson CORPORATION
Rochester 3, New York

Quality

CREAM-PAK
BRAND
ICE CREAM SPECIALTIES
SINCE 1930

Fall Specials

BUTTERSCOTCH

BLACK WALNUT

BUTTER PECAN

RUM RAISIN

MAPLE WALNUT

EGG NOG

BURGUNDY CHERRY

CHOCOLATE MARBLE



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A88

DAIRY
INDUSTRIES
EXPOSITION

for Fine Ice Creams and Sherbets

Every item in our complete line of ice cream specialties for fine ice creams and sherbets is made from carefully selected ingredients and backed by 72 years' experience and reputation for quality.

Your ice creams and sherbets made with JHS CREAM-PAK products, will have that extra touch of flavor richness and quality that promotes added sales and customer enthusiasm.

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Send for price list describing our complete line of CREAM-PAK products.



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Now ready for you . . .
the proven
LOW TEMP DEFROSTER

**"Pays for itself from savings
on electricity costs alone"**



With the RESCOR FLUSH DEFROSTER, any horizontal low-temperature cabinet can be completely defrosted and cleaned in 10 minutes. No scraping, chipping, or chopping—no danger of damage to plates, coils, or cabinet finish. Saves hours of defrosting time required by other methods . . . No need to shut off refrigeration while defrosting.

Satisfaction guaranteed or your money fully refunded within 30 days trial. Test one now and simplify your defrosting and service problems.

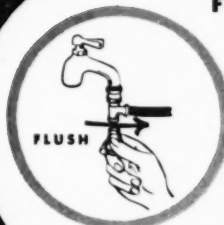
PRICE \$12.⁵⁰

includes 15' hose length

Here's how the world's simplest low-temperature defrosting units operates:

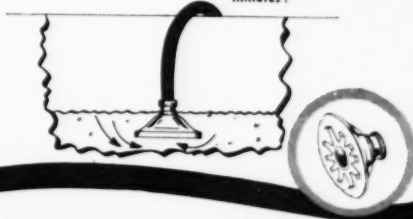
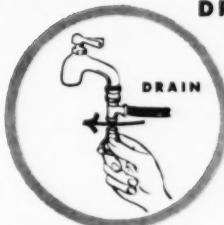
FLUSH IT OFF!

Simply connect the FLUSH DEFROSTER to any convenient hot water faucet. Spray hot or cold water on coils . . . accumulated frost melts away in seconds and the defrosting job is done. Operates on city water pressure. Adaptable to fit all types of faucets. No muss, no fuss, no bother.



DRAIN IT OUT!

It's easy with the FLUSH DEFROSTER. Just replace spray nozzle with suction drain unit, flip the valve at the faucet, and presto! All defrost water is siphoned from the cabinet into the sink through the same hose. Wipe cabinet dry and it's back in service. Hours of defrosting work done in minutes!



rescor

Write or wire today for details of the attractive
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what a delicious



way to sell!

Name your flavor and here it is. Our stock of Ice Cream Advertising is complete...every favorite flavor...every shape, size, and type of display material.

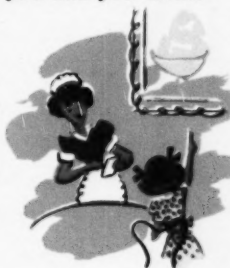


All ready to be individualized for you...your flavors, your products, your brand...as completely yours as if every

piece were designed for you and you alone.

Convincing true reproductions that make Ice Cream look like Ice Cream!...that make sales for your products.

Fruit Clusters, Hangers, Streamers, Posterettes,



Menu Covers in a great variety.

Shadow Boxes to take a wide assortment of fountain dishes. Wall festoons that really sell. Cut-outs and Soft Sheets in many sizes.

Striking designs available in 24-Sheet Posters

This material is all designed in our own art department, one of the finest and most complete in the industry, staffed with specialists in every type of art work, working under talented art direction, and backed by merchandising "know how" that



puts "sell" into every piece.

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1952 DAIRIES INDUSTRIES EXPOSITION - SEPTEMBER 22 - 27

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ICE CREAM FIELD

VOL. 60

September

NO. 3

**A GRANT
THE MODERN
MAGAZINE
OF THE
ICE CREAM
INDUSTRY
PUBLICATION**

Staff: HOWARD B. GRANT, Publisher; SIDNEY M. MARAN, Editor; DR. C. D. DAHLE, Tech. Editor; ALEX. E. FREEMAN, Business Manager; HARRY STAAB, Art Editor; JAY M. SANDLER and LOUIS TRANZILLO, JR., Adv. Mgrs.

ICE CREAM FIELD is published monthly at 3110 Elm Avenue, Baltimore, II, Md., by I. C. F. Publishing Co., Inc. Address editorial and advertising communications to the New York office, 19 W. 44th St., New York 36, N. Y. Entered as 2nd class matter at the post office at Baltimore, Md., under the act of March 3, 1879. Subscription rates yearly, \$2 in the U. S., \$2.50 in Canada, \$4 foreign; single copies 25c in the U. S. and Canada, 35c foreign.

CCA

Member Controlled Circulation Audit Association
Guaranteed Circulation—8500 minimum

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Instantaneous release!

At the touch of the tongue the full flavor of SPA-stabilized ice cream is released immediately. No "locking"—No "freezing in"! SPA sees to that by pervading the whole mix evenly and instantly, thus ensuring a low viscosity mix, so necessary for easy processing. With SPA too there is much less tendency for sugars to crystallize or for gritty ice to form.

There you have it—a pure food stabilizer with all these advantages, yet it actually costs less than ordinary gelatins! Write to us today for full details while the address is before you.

B. Young & Co. of America Ltd.

274 Madison Avenue, New York 16, N. Y.



THE OLDEST NAME IN GELATIN IS **YOUNG**.
FAMOUS AS MAKERS OF FINE ENGLISH GELATINS SINCE 1818

ICE CREAM FIELD, September 1952



D I S A S H O W

TECHNICAL advances in the dairy industry during the past few years will be on display at the eighteenth Dairy Industries Exposition, to be held on Chicago's Navy Pier from September 22 to 27 under the sponsorship of the Dairy Industries Supply Association.

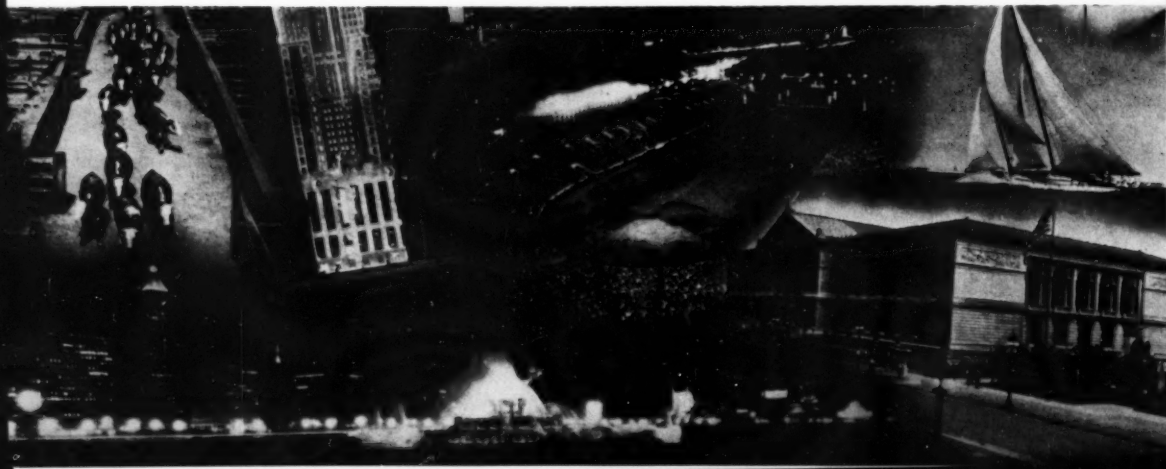
Since the last Exposition, held in Atlantic City, New Jersey, in 1950, there has been a substantial number of improvements and innovations in dairy supplies and equipment, and most of these will figure prominently in this year's show. The slogan for the 1952 exposition is "All That's New in '52."

"In the past two years, equipment manufacturers have been forced to make equipment with only limited appreciations of certain metals, and for this reason, while stainless steel is probably still the dominant metal in machinery for processing dairy products, it is also true that some other metals are finding acceptance," a DISA official said last month. As an example, he pointed to an increasing use of aluminum in some items of machinery, such as butter print machines, dairy products vending equipment, certain items of packaging equipment, and transportation equipment.

Aside from new ideas introduced by defense necessity, there appears to have been an intense creative upsurge in the technological fields related to dairy processing, the official said. Engineering marvels, hardly dreamed of twenty years ago, will be unveiled at the exposition.

Here is a limited summary of some of the newsworthy items to be displayed at the 1952 Dairy Industries Exposition:

In The Dairy Equipment Field: Several applications of the continuous—



in contrast to the batch—method of manufacturing a number of dairy products; advances in separators and clarifiers, as well as newly-designed construction for these items which make them more inexpensive, yet more sanitary; cleaned-in-place pipe lines; latest and most sanitary methods of milk agitation, some involving new principles; ice cream and soft ice cream freezers capable of manufacturing hundreds of novelties an hour and packaging them equally rapidly; latest designs in farm tanks for holding and cooling milk; small vacuum vats and pasteurizers, which remove off-flavors while pasteurizing.

In The Containers And Closures Field: A new type of paper container; sales-compelling adaptations of glass containers to the packaging of dry milk; at least one new type of milk bottle closure; cheese packaging items embodying a wider use of certain plastic films; sparkling foil wrappings in wider variety than ever; newest designs in half-gallon containers for milk and ice cream, featuring easy carrying and convenient storage.

In The Delivery Equipment Field: Adaptations of small refrigeration units, or insulated boxes, to permit selling of frozen specialties and ice cream on regular milk routes; small, light-weight refrigeration units for large refrigerated bodies; wider uses of aluminum and other light weight metals in construction of truck bodies to save fuel, tires, upkeep; new designs for truck bodies, with more and smaller doors to save steps, keep temperature inside at lowest possible degree; giant refrigerated ice cream trailer bodies for hauling to distant markets.

In The Point-Of-Sale Equipment Field: Push-button automatic flow controls on bulk milk dispensers which let flow a pre-determined amount of milk and no more; open top refrigerated cabinets with transparent bodies; soda fountains equipped to handle space-conserving square type bulk containers; eye-catching and economical vending carts; uses of recently developed automatic defrosting equipment on soda fountains and refrigerated cabinets; easier-to-clean dispensers for whipped cream and specialty dairy products.

In The Sanitation Chemicals Field: Non-toxic new detergents which remove not only casein and milk fat, but also hard water deposits; powerful disinfectants; cleaning compounds aimed at specific uses on dairy farms; insecticides which are many times more powerful than ever before, and which contain an ingredient permitting sprayed surfaces to retain toxicity for up to six months; many safe deodorants.

Miscellaneous Commodities And Services: Attractive advertising materials, some embodying new ideas in animated displays which boost specialized dairy products; brushes made out of newly developed synthetic materials which replace natural bristles; new designs in ice cream dippers for use by consumers at home; modern trends and effective possibilities in plant layout, architecture, and design; new molded spoons and other items of wooden "silver" ware, some especially made for use in automatic dispensing machines; recent adaptations of filter disks and disk packaging.

In The Ingredients Field: Latest combination stabilizers, using carboxy methyl cellulose (CMC) in combination with certain vegetable gums; a variety of gelatins and gelatin-based stabilizers; most recent developments in emulsifiers which produce drier and finer texture ice cream; new fruit mixes and sales-building colorings which may be used in a wide variety of dairy products; a number of newly developed flavors; refinements of many old favorites.

DISA is preparing for the largest number of exposition visitors in history. The exposition has never been held in Chicago before, and the central location plus excellent transportation facilities assure an attendance of 35,000.

I N T E R N A T I O N A L



A RECORD attendance is anticipated for the forty-eighth annual convention of the International Association of Ice Cream Manufacturers, to be held in Chicago's Conrad Hilton Hotel from September 21 to 24.

Registration and ticket sales will begin at 9:30 A.M. on Sunday, September 21. An Executive and Advisory Committee luncheon is scheduled for the same day. A Vesper Musicale will be held at 5:30 P.M. The annual buffet and Presidential Reception is planned for 7:30 P.M. in the Grand Banquet Hall.

The convention's finest general session will convene at 9:30 A.M. on Monday, September 22. Ridgway Kennedy, Jr., President of the association, will officiate. Following the Invocation, Harold G. Hodson, Hydrox Corporation, Chicago, will deliver a welcoming address. Then Treasurer I. N. Hagan, I. N. Hagan Ice Cream Company, Uniontown, Pennsylvania, will issue the traditional report on "Fiscal Facts."

A brief address entitled "Two Decades" will be offered by Robert C. Hibben, Executive Secretary of the association. Short presentations will be made by Robert Rosenbaum, David Michael and Company, Philadelphia; Bert Sweeting, Medosweet Dairies, Tacoma, Washington, Vice President of the association; and Carl Wood, Cherry-Burrell Corporation, Chicago. Mr. Kennedy then will address the convention. His topic will be "A Contemporary Revolution." This presentation will be followed by a talk on "Evaluating Our Future," by Professor Hugo H. Sommers of the University of Wisconsin. The final speaker during the first meeting will be Walter Hunnicutt, National Dairy Products Corporation, New York City. His topic will be "Making Dairy Dollars."

On Monday afternoon, September 22, a joint session of the Controllers' Council and the Ice Cream Merchandising Institute will be held. The following speakers will be heard: Al Gilbert, Philadelphia Dairy Products Company, Philadelphia ("Route Efficiency As It Affects Route Sales"); R. J. Nugent, General Ice Cream Corporation, Schenectady, New York ("Conserving Drivers' Time For Increasing Productivity through Route Supervisors"); Courtney Johnson, Beatrice Foods Company, Chicago ("Conserving Drivers' Time For Increasing Productivity Through Labor Relations"); Clyde Johnson, Beatrice Foods Company, Des Moines, Iowa ("Conserving Drivers' Time For Increasing Productivity Through Sales Department"); H. S. Dugan, Borden Company, Chicago ("How Estimated Costs of Proposed New Items are Determined"); Wellington Paul, Foremost Dairies, Jacksonville, Florida ("Determining The Flavors and Novel-

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The Eskimo Kooler line of merchandisers was endorsed by these great organizations for substantial and sound reasons. Careful analysis of all available dairy and ice cream self-service cabinets revealed that only Eskimo offers these features:

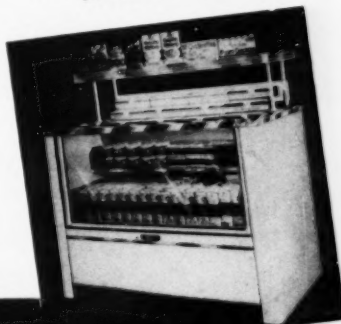
- FULL VISION FRONT
- OPEN TOP ACCESSIBILITY
- RELATED ITEM SUPER-STRUCTURE
- FLUORESCENT LIGHTING
- STAINLESS STEEL TOP
- PULL DOWN FRONT PANEL
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PLUS
BIG CAPACITY AT LOW COST

Ask your Cherry-Burrell or Meyer-Blanke salesman for full details on their exclusive *Eskimo Merchandisers*.



ICE CREAM CABINET
56" LONG 30" WIDE



DAIRY CASE
56" LONG 30" WIDE

Eskimo-Kooler Corporation
214 EAST 42nd STREET CHICAGO, ILLINOIS

PROGRAM

SEPTEMBER 21, 1952

9:00 A.M.	Registration, Ticket Sales
12:30 P.M.	Executive And Advisory Committee Luncheon
5:30 P.M.	Vesper Musicale
7:00 P.M.	Buffet And Presidential Reception

SEPTEMBER 22, 1952

9:00 A.M.	Registration, Ticket Sales
9:30 A.M.	First General Session
1:30 P.M.	Merchandising-Controllers' Joint Session
1:30 P.M.	Production and Laboratory Council
6:30 P.M.	Board Of Directors Dinner

SEPTEMBER 23, 1952

8:00 A.M.	Nominating And Resolutions Committee
9:00 A.M.	Registration, Ticket Sales
9:30 A.M.	Merchandising Institute
9:30 A.M.	Controllers' Council
9:30 A.M.	Production and Laboratory Council
1:30 P.M.	Merchandising Institute
1:30 P.M.	Controllers' Council
1:30 P.M.	Production And Laboratory Council
7:00 P.M.	Annual Banquet

SEPTEMBER 24, 1952

8:00 A.M.	Board Of Directors Breakfast
9:30 A.M.	Joint General Session, Hotel Sherman
1:30 P.M.	Joint General Session, Hotel Sherman

ties That Can Be Sold Profitably"); and A. G. Anderson, General Ice Cream Corporation, Schenectady, New York ("Why Sell Unprofitable Items On Routes?").

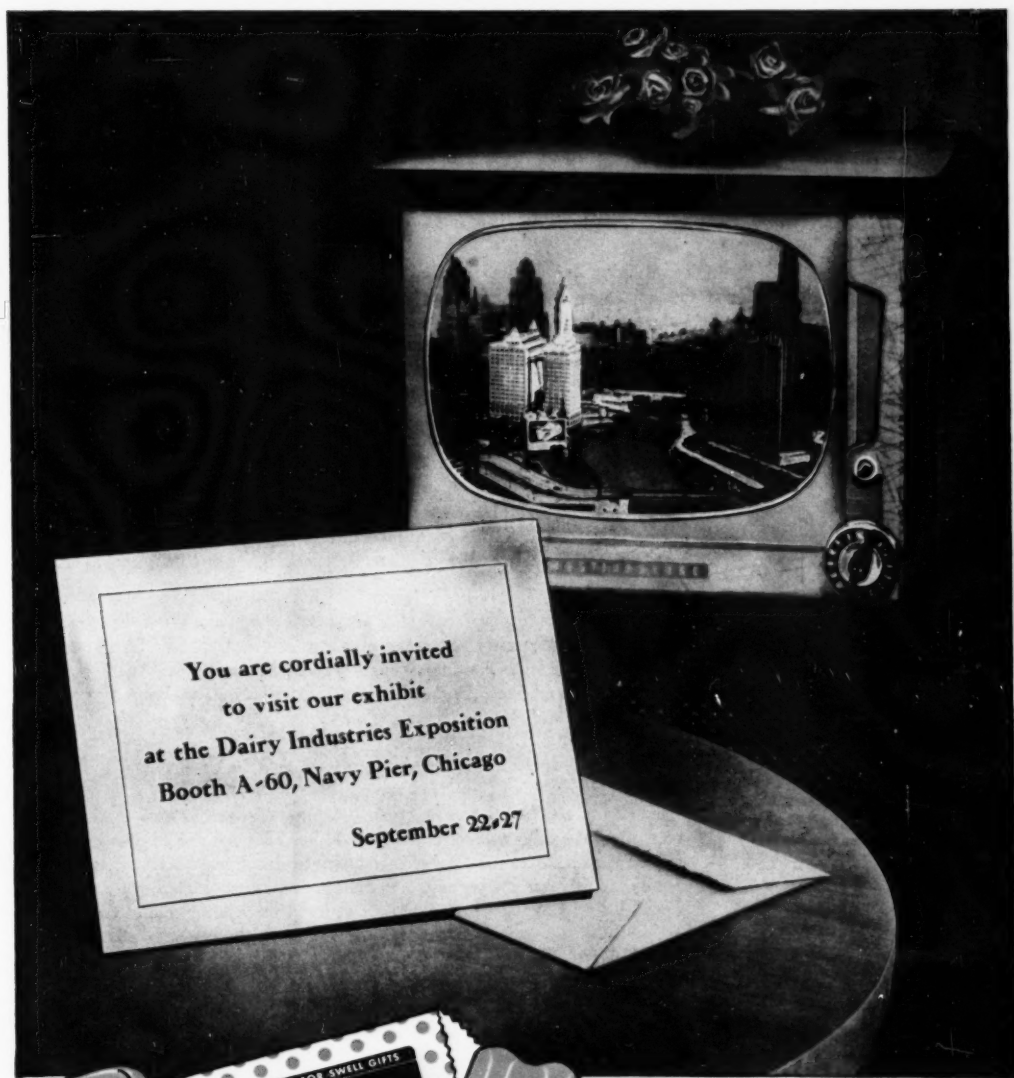
The same afternoon, a meeting of the Production and Laboratory Council is scheduled. Clarence Luchterhand of the Wisconsin Health Department will speak on "The Public Health Aspects Of The Ice Cream Industry." W. C. Bartsch, Borden Company, New York City, and Professor H. C. Olson of Oklahoma A & M College will report their findings on "The Significance of Coliform In Ice Cream." A panel discussion of High-Temperature Short-Time Pasteurization will conclude this session. Scheduled participants include H. F. DePew, Luick Ice Cream Company, Milwaukee, Wisconsin; Professor W. S. Arbuckle, University of Maryland; and D. T. Fitzmaurice, Cherry-Burrell Corporation, Little Falls, New York.

The Board of Directors dinner will be held Monday evening.

Planned for Tuesday morning, September 23, are meetings of the merchandising group, the Production and Laboratory Council, and the Controllers' Council. The first of these will be held under the auspices of the Ice Cream Merchandising Institute and will feature a panel discussion of bulk ice cream sales. Participants will be Arthur Hall, Brock-Hall Dairy, New Haven, Connecticut; A.C. Kunkel, Breyer Ice Cream Company, Philadelphia; J. C. McWilliams, Bowman Dairy Company, Chicago; and Walter Skinner, Steffen Foods Company, Wichita, Kansas. An open forum on "What And Who Is our Competition?" will be led by A. L. Miller, Abbots Dairies, Philadelphia.

At the Tuesday morning Production and Laboratory Council meeting, Harold Dunlap, H. P. Hood and Sons, Boston, Massachusetts, will discuss "Recent Developments In Work Simplification." Professor W. H. Martin of Kansas State College will speak on "The Preparation of Low-Fat High-Solids Mixes." G. A. M. Anderson, King Company, Owatonna, Minnesota, will discuss "Refrigeration." A panel discussion of various production room problems will feature Chicagoans Max Halberstadt, Goldenrod Ice Cream Company; R. W. Bereiter, Bowman Dairy Company; and William Middleton, Hydrox Corporation.

The Controllers' Council meeting on Tuesday morning will hear talks by D. Hall, Brock-Hall Dairy, New Haven, Connecticut ("Cubic Foot



You are cordially invited
to visit our exhibit
at the Dairy Industries Exposition
Booth A-60, Navy Pier, Chicago

September 22-27



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Fudgsicle® Creamsicle®
Dreamsicle® Ice Cream®

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ICE CREAM FIELD, September 1952



RIDGWAY KENNEDY, JR.

Accounting Of Selling And Delivery Expense"); R. H. Glaub, National Dairy Products Corporation, Chicago ("Distribution of Production Wages And The Proration Of Mix Costs"); and others. A discussion of the effect of taxes on product costs also is scheduled, as is a panel analysis of the influence of super markets on production, selling and delivery costs.

The merchandising session on Tuesday afternoon will feature two talks dealing with super market ice cream selling. Harry Pripstein, Food Fair Stores, Philadelphia, will discuss "Packaged Sales Without Cut Price," and Wade F. Hill, Kroger Company, Cincinnati, Ohio, will speak on "Merchandising Ice Cream In Food Markets." Other speakers at this session will include Walter H. Johnson, Jr., American Airlines, New York City, and Dr. Frank Goodwin of the University of Florida, both of whom will analyze various aspects of selling.

At the Tuesday afternoon Production and Laboratory Council session, Charles M. Fistere, IAICM council, will review "Our Case For Federal Standards." H. M. Windlan of the University of Georgia will describe "A Study Of The Vanilla Sweetener Relationship In Ice Cream." Professor W. A. Krienke of the University of Florida will discuss "Citrus-Flavored Ice Creams." A panel discussion of "Cleaned-In-Place Pipe Lines" will conclude this meeting. Participants will include George Putnam of the Creamery Package Manufacturing Company, Chicago; F. M. Skelton, General Ice Cream Corporation, Schenectady, New York; and Walter Ahlstrom, Carnation Company, Los Angeles.

The accounting group convening on Tuesday afternoon will hear talks by Paul B. Beck, newly appointed manager of the IAICM's Department of Statistics and Accounting ("Facts Worth While"); W. E. Welden, H. P. Hood and Sons, Boston ("Format Of Present Reports And Questionnaires"); and V. F. Hovey, Jr., General Ice Cream Corporation, Schenectady, New York ("Studies We Need").

The association's annual banquet will be held in the Conrad Hilton's Grand Banquet Hall Tuesday evening.

Following the Board of Directors breakfast Wednesday morning, members of the IAICM will convene in the Hotel Sherman for a joint general session with members of the Milk Industry Foundation. Mr. Kennedy will preside at the morning meeting. Highlights of the meeting will be a National Dairy Council film on weight reduction featuring dairy products, a discussion of equipment supplies, a talk on highways, and an address entitled "The Challenge To America."

The Wednesday afternoon joint general session will be presided over by T. D. Lewis of the Milk Industry Foundation. Speakers will include Mr. Hagan ("A Case History"); Rear Admiral Frederick J. Bell, United States Navy-Retired, McCormick and Company, Baltimore ("Human Relations Is Your Problem"); Dr. Robert K. Burns of the University of Chicago ("How We Explain Our Business And The American Economic System"); and Don Phillips, President of Hillsdale College, Hillsdale, Michigan ("Management And Employees Can Talk Together").

"WELCOME ONE AND ALL"

Officers of the International Association of Ice Cream Manufacturers, of which Ridgway Kennedy, Jr., is President, emphasize that both members and non-members of the organization are welcome to attend the convention in Chicago. This applies both to ice cream manufacturers and supply firm representatives, it was noted. Hotel reservations were abundant at press time, and association officials stated that "we welcome one and all to attend our forty-eighth annual meeting."



Give them something to remember you by!

Producing fine ice cream is only half your job, of course. The other half is the problem of packaging the product and merchandising your brand name.

Lily* cups do this part of your job extremely well. They are attractive, sturdy, smartly printed. Your name on the cup and lid remind the customer at least twice that this is your product . . . when he buys it, and when he eats it. He can't help but remember your brand, because it's associated in his mind with enjoyment.

Lily is your finest point-of-sale medium.

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R E T A I L E B S

WHAT promises to be the most rewarding convention of all time for members of the National Association of Retail Ice Cream Manufacturers is scheduled to begin September 25 in Chicago's Hotel LaSalle. Emphasis during the three-day conclave will be placed on a variety of merchandising and production problems confronting the industry today.

To allow for greater participation in discussion sessions, several merchandising groups will convene simultaneously. On Thursday morning, September 25, the first of these groups will take up such subjects as promoting ice cream sales on rural routes, good attitudes and efficiency in employees, and procurement and training of employees. The second group will discuss company promoted activities, retail operating economies and efficiency percentages, and employee efficiency. The third group will analyze retail store supervision problems, sales promotions and the selection of store locations.

Speakers at these meetings will include Nicholas Mamula, Alumam Farms Dairy, Seneca, New York; Charles Margolis, Brothers Company, Cleveland, Ohio; Lee Crone, Arundel Ice Cream Company, Baltimore, Maryland; Arthur E. Jowett, Miller Dairy Farms, Eaton Rapids, Michigan; Leon Wittig, Wittig's Ice Cream Company, Utica, New York; Jack Green, Good Humor Company of California, Los Angeles; and Peter M. Strohecker, King Cole Ice Cream Corporation, Utica, New York.

The production group convening on Thursday morning will participate in a symposium on soft-served ice cream and ice milk. Speakers at this session will include E. C. Scott, Crest Foods Company, Ashton, Illinois; Dr. John J. Sheuring of the University of Georgia; Claude B. Wells, General Equipment Sales Company, Indianapolis, Indiana; and Professor J. H. Frandsen, Emeritus Head of the University of Massachusetts Department of Dairy Industry.

The first convention luncheon will be held Thursday. Guest speaker will be James Q. DuPont, public relations executive with the DuPont Company, Wilmington, Delaware. His subject will be "A Pattern For Success."

At the merchandising meetings on Thursday afternoon, the controversial vegetable fat situation will be aired, along with summaries of the current situation with regard to low-butterfat productions, and hard and soft-served ice cream. One of the speakers will be Howard B. Grant, Publisher of ICE CREAM FIELD.

The production group will continue with the soft-served ice cream and ice milk topics on Thursday afternoon. A panel discussion is scheduled, with Messrs. Scott, Sheuring, Wells and Frandsen answering questions from the floor.

The annual Ice Cream Sampling Clinic is set for 4:00 P.M. on Thursday. Professors P. H. Tracy of the University of Illinois, W. C. Winder of the

Star of
the Show!

TEXAS PECAN



IT TAKES
A PROGRAM

- COWBOY HATS
- BANDANAS
- Leather Badges
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TEXAS PECAN

TAKES THE SPOTLIGHT
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NUT BRITTLE AND CANDY ICE CREAM sells because of its double appeal. Everybody likes candy, everybody likes ice cream . . . choose top quality candy flavors to lead your flavor list with a . . .

COMPLETE CO-OP ADVERTISING PROGRAM

You'll dominate your
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Colorful Advertising with all Pangburn
Ice Cream Nut Brittles and Flakes

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GLASS FRONTS



EXTRA CAPACITY



DAIRY INDUSTRIES EXPOSITION

NAVY PIER CHICAGO
September 22 to 27

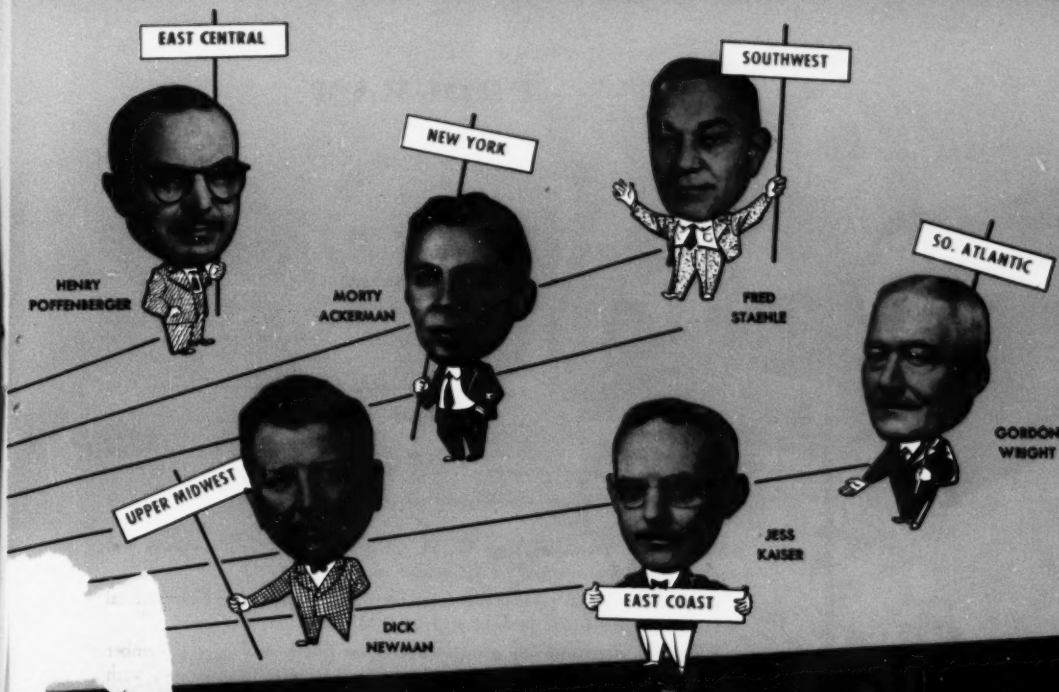
Manufacturers of



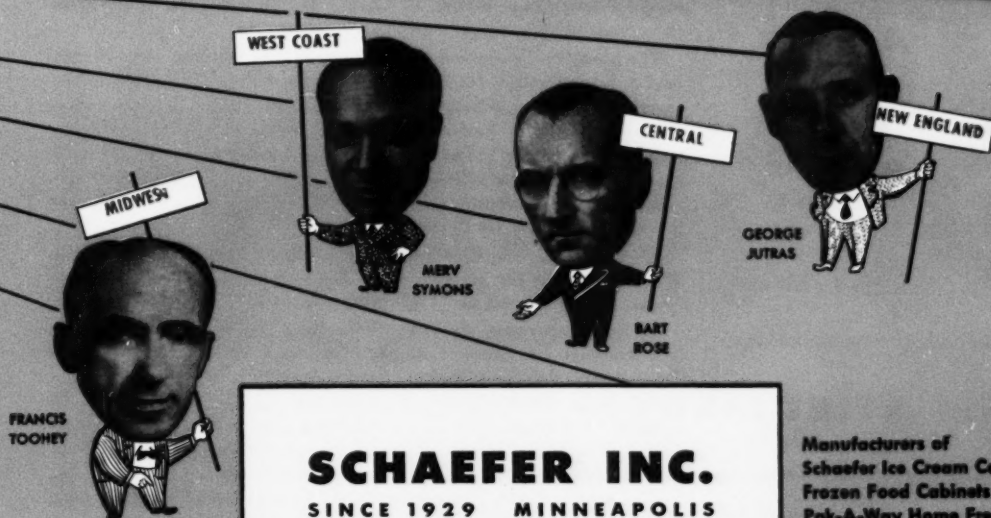
we'll be there with the FINEST!

BOOTH D-55 NAVY PIER

For the newest and best ice cream merchandising plans, see your Schaefer Representative.



SCHAEFER ICE CREAM MERCHANDISING CABINETS Since 1929



SCHAEFER INC.
SINCE 1929 MINNEAPOLIS

Manufacturers of
Schaefer Ice Cream Cabinets,
Frozen Food Cabinets and
Pak-A-Way Home Freezers.

PROGRAM

SEPTEMBER 25, 1952

9:30 A.M.	Merchandising Sessions
9:00 A.M.	Production Session
12:00 Noon	First Convention Luncheon
2:00 P.M.	Merchandising Sessions
2:00 P.M.	Production Session
3:00 P.M.	Annual Ladies' Get-together
4:00 P.M.	Ice Cream Sampling Clinic

SEPTEMBER 26, 1952

9:00 A.M.	Merchandising Sessions
9:00 A.M.	Production Session
12:00 Noon	Second Convention Luncheon
2:00 P.M.	Merchandising Sessions
2:00 P.M.	Production Session
7:00 P.M.	Annual Banquet, Associate Member Party

SEPTEMBER 27, 1952

9:00 A.M.	Annual Ice Cream Breakfast
11:00 A.M.	Closing Convention Session
12:00 Noon	Adjournment

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University of Wisconsin, and W. H. Gregory of Purdue University will analyze samples submitted by association members.

A traditional social event is scheduled for the same afternoon. The annual ladies' get-together will be held at 3:00 P.M.

When the merchandising groups convene on Friday morning, September 26, they will hear discussions of advertising and sales promotions, with emphasis on "creating customer desire to come to the store," as well as on "developing customer satisfaction and permanent good will in the store."

Speakers at these sessions will include A. Marie Mitchell, McClary Ice Cream Company, Lynwood, California; Mark Schmidt, Prince Ice Cream Castles, Naperville, Illinois; Ray C. Dolish, I. N. Hagan Ice Cream Company, Uniontown, Pennsylvania; Bryce E. Thomson, Miller Dairy Farms, Eaton Rapids, Michigan; Lloyd A. Greene, Bard's Dairy Stores Pittsburgh, Pennsylvania; and A. E. Chunn, Jr., Seale-Lily Ice Cream Company, Jackson, Mississippi.

The production group meeting at the same time will hear talks by Sanford J. Werbin, Stein, Hall and Company, New York City ("Recent Advances In The Field of Stabilizers and Emulsifiers"); Earl G. Weed, Foote and Jenks Company, Jackson, Michigan ("What's New In Flavoring Materials For Ice Cream"); George A. M. Anderson, King Company, Owatonna, Minnesota ("What's New In Hardening Rooms"); and E. A. Robinson, Diamond Alkali Company, Cleveland ("What's New In Detergents And Wetting Agents For Ice Cream Manufacturers").

Allan Abrams, Vice President of the Marathon Corporation, Menasha, Wisconsin, will be the guest speaker at the second convention luncheon on Friday. His subject will be "The Third Generation."

On Friday afternoon, the first merchandising group will hear Ken Wallace, Franklin Ice Cream Company, Cleveland, discuss "Open Display Cabinets And Self-Serve Package Departments;" H. McKay Birmingham, Born's Dairy Company, Erie, Pennsylvania, on "Television—Asset Or Liability;" and Frank Maharg, Jr., Maharg's, Dayton, Ohio, on "Specialty Items." The second merchandising group meeting at the same time will hear Forrest Mock, North Star, Inc., Muncie, Indiana, on "Sherbets And Ices;" Curtis L. Blake, Friendly Ice Cream Corporation, West Springfield, Massachusetts, on "What's Happening to Fountain Sales;" and Richard Lindner, United Dairy Farmers, Norwood, Ohio, on "Latest Developments

did you get the number ?



don't miss



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PRESIDENT'S PROPHECY

President A. G. Kainz (pictured at the left) of the National Association of Retail Ice Cream Manufacturers has predicted that the 1952 convention will inspire more interest than any previous annual meeting. Attendance figures are expected to reflect that interest, he said.

In Retail Store Construction And Layout." The third merchandising group will hear Mr. Margolis analyze "Employee Efficiency" and then will be converted into a general forum to discuss problems unresolved in previous sessions. A session for operators who desire private interviews on confidential problems also is scheduled.

The production group meeting Friday afternoon will hear talks by A. H. Wakeman, Creamery Package Manufacturing Company, Chicago, and Professors Tracy and Gregory. The first of these will deal with batch freezers.

The annual banquet and associate member party will be held Friday evening in the LaSalle's Ballroom. President A. G. Kainz will serve as Chairman of the banquet while Edwin L. Maier will be Chairman of the party. A floor show and social hour will round out the evening's activities.

One of the most widely publicized events in the entire ice cream industry will have its annual showing on Saturday morning, September 27. The Ice Cream Breakfast, originated by ICE CREAM FIELD for the association's 1948 convention, will be held in the LaSalle's Grand Ballroom. Publisher Howard B. Grant will serve as Chairman.

The unconventional will be the order of the day at this event. The meal will consist of ice cream served with dry cereals, fruits, doughnuts and other ordinary breakfast foods. Entertainment will consist of an ice cream eating contest featuring youthful guests of the industry, a style show and music.

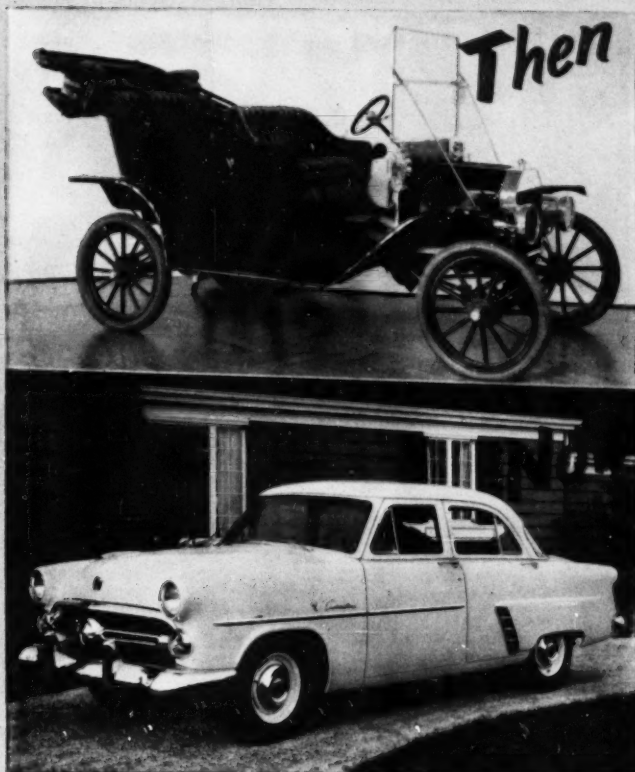
During the breakfast, the association's annual award for the "best sales idea-of-the year" will be presented to the 1952 winner. The award, consisting of silver cups donated by ICE CREAM FIELD, was won last year by the Franklin Ice Cream Company. A complete story describing this annual event appears on Page 56 of this issue.

Following the Ice Cream Breakfast, the closing convention session will be held in the Grand Ballroom. Irving C. Reynolds, Franklin Ice Company, Toledo, Ohio, will be guest speaker. His topic will be "We Can Take It With Us." Mr. Reynolds is President of the Dairy Industries Society, International.



CONVENTION LEADER

A leading role in the NARICM convention will be played by Howard B. Grant, Publisher of ICE CREAM FIELD. He will speak on the vegetable fat controversy and will also be Chairman of the annual Ice Cream Breakfast.



AS we look back over the years, those of us who can remember this 1908 Model T Ford appreciate the great strides that have been made in a comparatively few number of years. The comfort, safety, and convenience of the car of today could not be purchased for any amount of money back in 1908.

While the manufacturers wouldn't want to go back to making these cars, they **COULDN'T** go back because the buying public demands comfort and convenience today that a king could not command then.

Just as their tastes in cars have reached a high level, so has their taste in foods, and this includes, of course, ice cream. Strawberry ice cream must taste like the vine-ripened strawberry, and vanilla ice cream must have that true, rich, mellow flavor possible only from a vanilla carefully and expertly made from the finest of ingredients.

We offer you such high level, business-building vanillas—vanillas designed to meet the highly cultivated and demanding tastes of people who deserve and expect the best — the great American public.

Our Booth Number
is I-24b at the
Dairy Show.
We'll be looking
for you!

Those of you who use our vanilla appreciate what we mean when we say that finer vanillas than MASSEYS cannot be made. If you do not now use our vanilla, see how it will enhance your product by writing today for a free working sample.



MASSEYS VANILLAS Inc.



Vanilla Specialists

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BUY WITH CONFIDENCE-- USE WITH PRIDE



IDEA CONTEST ENDS

ONE of the most promising events to occupy the attention of members of the National Association of Retail Ice Cream Manufacturers during their forthcoming annual convention will be the presentation climaxing the 1952 competition for the best sales idea of the past twelve months.

Scheduled as a feature of the annual Ice Cream Breakfast, the presentation will consist of two silver cups and will be awarded to the company which contributed "the most constructive suggestion for the furtherance of ice cream sales."

The contest itself was initiated last year at the suggestion of ICE CREAM FIELD by the association. The prizes are donated for each annual contest by ICE CREAM FIELD.

Directors of the association are at this writing attempting to choose a winner from among a host of outstanding entries. The entries consist of reports describing specific sales promotions. Details of the basic ideas and their execution are included. Special consideration of the judges will be directed to such factors as consumer reaction, profit returns, and adaptability of the ideas by the industry at large. In some cases, illustrative materials such as photographs and drawings were submitted with the entries. As was the case last year, both active and associate members of the association were eligible to enter the competition.

Winner of the contest will receive a large silver cup on which his name will be inscribed. Possession of this cup may be retained for one year. A smaller replica of the cup will be awarded to the winner for permanent possession. The first individual or concern to be cited three times as winner of the "Idea-Of-The-Year" contest will achieve permanent possession of the larger cup.

Howard B. Grant, Publisher of ICE CREAM FIELD and chairman of the 1952 Ice Cream Breakfast, will make the presentation to the contest winner. The event will take place Saturday morning, September 27, in the Grand Ballroom of the Hotel LaSalle in Chicago.

Last year's competition was won by the Franklin Ice Cream Company, Cleveland and Toledo, Ohio. The idea that earned the award was the firm's annual "Franklin Day" promotion, designed to build consumer interest in ice cream before the advent of warm weather. Price was a factor in the promotion, with reductions as high as thirty-three per cent effected. Newspaper and point-of-sale advertising were used with effectiveness.

Most of the company's retail stores doubled (or more than doubled) their sales over their best summer day in any year. And it rained on the day of the sale!



The eyes of the Ice Cream Industry are upon New Haven, Connecticut—"test market" for an unprecedented project designed to create wider sales-horizons for Bulk Ice Cream, the traditional favorite of Mr. and Mrs. America.

Five major manufacturers have joined forces to promote three Summer ice cream items: "The Banana Boat," "The Big Three" and "The Big Bucket." Already, substantial gains have been reported.

You will learn the full story in September at meetings of the International Association of Ice Cream Manufacturers in Chicago. We confidently predict final results will more than justify the industry's growing belief that . . .

MOST PEOPLE PREFER

Freshly-dipped

ICE CREAM

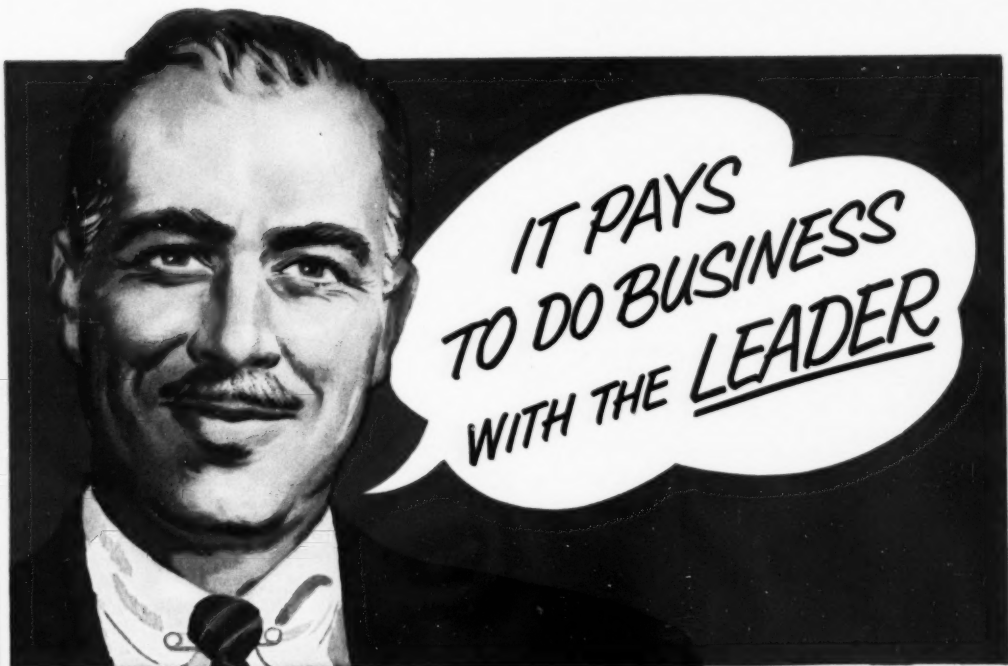
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MORRIS LOCK TOP PAPER CANS



flo-sweet[®] TOPS THE LIQUID SUGAR FIELD
TRADE MARK
 IN FAMOUS FIRSTS THAT MEAN SAVINGS FOR YOU

FIRST producer to deliver liquid sugar on a bulk commercial basis!

FIRST in the establishment of complete engineering service in the design and installation of liquid sugar systems!

FIRST in the formulation of liquid sugars tailored to customer specifications!

FIRST in developing production control through the use of liquid sugar!

FIRST to devise methods to effectively prevent surface dilution of liquid sugar in storage!

FIRST to develop an effective means of controlling the temperature of liquid sugar going into production!

You'll save time, money, and labor with a FLO-SWEET liquid sugar system. Write for details now!



REFINED SYRUPS & SUGARS, INC.

PIONEERS IN LIQUID SUGAR FOR SAVINGS, SANITATION AND SERVICE

SELLING

Position



MRS. LOUIS RICHES, wife of the proprietor of the Center Drug in Southington, changes a flavor strip in the panel of her new Brock-Hall ice cream merchandising cabinet. The new cabinet, painted ivory and green to simulate a

Brock-Hall ice cream carton, has been placed near the door, and through encouraging customers to serve themselves has accounted for an appreciable increase in ice cream sales. Note sundae toppings on the superstructure.

Packages Cue For Cabinets' Hue

THE accuracy of the ancient saying about there being nothing new under the sun is hardly to be disputed, but this doesn't mean that there can't be variations on the theme.

The Brock-Hall Dairy Company of Hamden, Connecticut accepted the first basic premise and then went on to develop a variation as simple, but as effective, as putting a brand name on ice cream—and with comparatively good results.

The company realized the relative purity of appearance of the standard ice cream merchandising cabinet, but it was also sharply aware of the relative anonymity of it and its tendency, because of its lack of distinguishing characteristics, to blend with and disappear into its background.

The solution this company found was, like the safety pin, simple but effective. The color scheme of the

company and its products was added to the merchandiser.

Nothing to it, eh? Nevertheless, even discounting a seasonal fluctuation, this change paid off in the test establishments with a forty-one per cent gallonage increase.

Basically, the idea called for the company to create a large-scale facsimile of its ice cream carton out of the regular dead-white ice cream cabinet.

Brock-Hall painted the cabinets with its color scheme of ivory, red, and green, following the pattern of its ice cream cartons, and attached under the provocative color photographs of fountain dishes its own flavor strips, plus constantly changing streamers plugging feature flavors.

Proprietors of several of the outlets in which this

The CONE of the Future WILL ALL BE "FILLED at the FACTORY"

The Answer to
Your Cone
Problem



WE'LL
SEE YOU IN

CHICAGO

BOOTH B-79

With startling

- NEW DEVELOPMENTS
- NEW PRODUCTS
- NEW PROGRAMS
- NEW AUTOMATIC EQUIPMENT



SANITARY!
QUALITY CONTROLLED
PROFIT CONTROLLED
CAN BE SOLD EVERYWHERE!

DRUMSTICK, INC.

FORT WORTH, TEXAS

CREATORS of CONE PRODUCTS

innovation was tested offered this analysis of the innovation's effect on sales:

"The customers are now aware of our ice cream cabinet. It doesn't look like hundreds of cabinets they've seen before and it doesn't look like the cabinet in which the chocolates are kept or the cabinet in which the packages of nuts are displayed. Every other ice cream cabinet looks as though it might have been borrowed from a super market with its uniform whiteness, but this seems to cry out as the customer enters, 'Look at me. Here I am.'"

George H. Light, owner and manager of the Mayflower Confectionery, Waterbury, who is enjoying a fifty per cent increase in sales, said, "The cabinet has sales appeal."

He was particularly pleased with the amount of customer comment on the cabinet and said, "When the average customer takes time out to say something about it, it means that he's really impressed by it, and when

the customer brings the subject up, it's easy to turn the talk into a sale."

Mr. Light also spoke well of the flavor board and the company's policy of frequent changes. "The customer is given a pretty wide choice," he said, "and then this choice is varied before the customer can become tired of it."

"I also feel," he went on, "that the idea of tying the color pattern of the cabinet in with the colors of the packages inside helps to create repeat business—and in ice cream, that's what counts."

Miss Anne Calo of Mike's Market, also in Waterbury, said that the installation was too new to permit an evaluation of its sales potential, but expressed delight over the fact that ninety per cent of her customers had commented on it. "As a result of this," she said, "we went ahead and gave it a better position in our store, because the people seemed to be drawn by the lighting and the pictures."

Her comments point up the fact that the newly decorated Brock-Hall cabinet looks so well that the proprietor is inclined to give it the place of honor, relegating to less effective spots such competitive displays as candy and baked goods.

In Cookson's Store, a self-service outlet in Waterbury, the cabinet has been placed near the door and near the check-out point. This move upped sales by thirty-seven per cent.

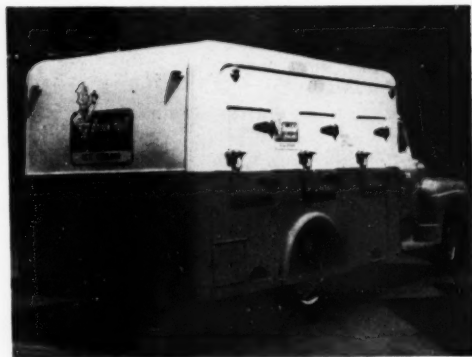
The picture is similar in Kipp's Pharmacy in Waterbury. As the consumer comes in the door, the first thing seen is the Brock-Hall ice cream merchandiser! As a matter of fact, he doesn't have to come in. If he looks through the door from the street, he sees it.

Like the others, Frank Troy, the proprietor, admitted that he had had many comments and that his take-out ice cream business had increased. He added that the ease of self-service was a real asset and that the attractive lighting, which first drew customers to the cabinet, then invited them to look inside. When they did that, he said, they sold themselves.

He pointed out that there was no waiting and that



BRAND IDENTIFICATION program of Brock-Hall Dairy is furthered by similarity and appearance of cabinets, packages and delivery vehicles. The same color combination and basically the same design are used, as are the Connecticut concern's advertising symbol and slogan.



the customer didn't have to query the clerks as to what flavors were in stock.

Mr. Troy, in developing his theme that the customer sells himself better than any clerk can, said that a customer formerly would come in and order a pint of ice cream. A clerk would put it in an insulated bag and that was that. Now, the customer takes it out of the merchandiser and then ponders the question as to whether it will be enough, frequently picking up a second package to be on the safe side.

As proof, he offered the information that formerly he sold no half-gallons from behind the counter, but now "they are starting to move."

Another cute stunt is the placement of the cabinet close to an overhead fan. As the customer comes in from the hot street, he is under the cooling breeze as he looks at the inviting pictures of ice cream dishes portrayed in full color on the merchandiser.

But the fact remains that if the merchandiser were not painted attractively it would not have earned this location.

In the little town of Middlebury in the Middlebury Store, a self-service outlet, the owner Raymond Meier stated flatly that the "In our type of store anything that catches the eye of the customer is worth money to us."

"A self-service outlet," he pointed out, "does not have the personnel to do a selling job, so our layout and our equipment have to do the selling for us."

It is doing it, too, because the Middlebury Store is another establishment boasting a fifty per cent increase in ice cream sales.

George Besek Jr. of the Center Drug Company in Southington claims that the merchandiser not only has increased the sales of ice cream there, but has moved with surprising rapidity allied products that formerly just sat on the fountain.

Along the top of the unit, he has stacked sundae toppings, and on the shelf-like area to the right are placed other items that tie in with the home use of ice cream. These formerly stood on the fountain and their sales were slow.

Mr. Besek said he firmly believed that the ice cream sales per individual had definitely increased. "In the first place," he commented, "the idea of self-service is good, but we have also found that when the people hunt around in the box they see and try things they weren't aware of before."

"This is especially true of half-gallons," he went on. "These hardly ever moved, but now the sale is quite respectable."

Customer attention was as great here as it was in the other outlets with a high proportion of those entering the store commenting on the attractiveness of the unit which has been moved up near the entrance.

ICE CREAM FIELD, September 1952

Fastidious Packaging

for the
World's
Most
Fastidious
Buyer...



The AMERICAN HOUSEWIFE



FROZEN DESSERT BOXES
for Ice Cream Pies and Tarts

Eye appealing, self-displaying, two colored boxes (chocolate pattern on strawberry background), with transparent window, and designed to hold one Ice Cream Pie or four Ice Cream Tarts.

**Improved 1953 Styling—
Greater 1953 Value!**

CALL OR WRITE NEAREST WAREHOUSE FOR PRICES
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Clark Products, Inc.

188 W. RANDOLPH STREET • CHICAGO 1, ILL. • ANDOVER 3-5373

Chicago Cap & Specialty Co.
188 W. Randolph St., Chicago 1, Ill.
ANDOVER 3-5373

Cincinnati Cap & Specialty Co.
219 E. Third St., Cincinnati 2, O.
M 4166 2274

Cleveland Cap & Specialty Co.
528 Eagle Ave., Cleveland 15, O.
M 4166 14962

Detroit Cap & Specialty Co.
15 Brown St., Detroit 2, O.
F 1106 6166

Detroit Cap & Specialty Co.
1000 Dwyer Ave., Detroit 2, Mich.
TR 4166 14962

Indianapolis Cap & Specialty Co.
24 So. Market St., Indianapolis 1, Ind.
IN 4166 14962

Louisville Cap & Specialty Co.
221 W. Main St., Louisville 2, Ky.
W 4166 14962

Michigan Paper Specialties Co.
125 E. Main St., Kalamazoo, Mich.
5-1811

Milwaukee Cap & Specialty Co.
312 N. Water St., Milwaukee 1, Wis.
DA 4166 54366

Proctor Cap & Specialty Co.
404 N. Washington St., Proctor 2, Ill.
4-1516

Springfield Cap & Specialty Co.
2111 N. Grand Ave., East
4-1516

St. Louis Cap & Specialty Co.
512 N. 10th St., St. Louis 1, Mo.
CA 4166 14962

Tulsa Cap & Specialty Co.
1115 Fifth Ave., Black Island, Ok.
9-7734

PROBLEMS, PROBLEMS . . .

"PROBLEMS, problems, problems—that's all this business amounts to," one of the ice cream industry's most prominent executives declared recently during a convention of his contemporaries.

"Oh, it can't be *that* bad," somebody answered.

"No?" the exasperated executive demanded. He reached into his pocket. "It so happens that I have here a list of the five most vexing problems confronting our company today. I challenge you to provide satisfactory solutions."

The other man consulted the list. "Whew!" he exclaimed after a few seconds. Then he returned the sheet of paper, and excused himself after "suddenly" recalling a previous appointment.

An ICE CREAM FIELD reporter then made his presence known. He offered to send copies of the list of problems to leading ice cream manufacturers across the country inviting suggested solutions. The offer was accepted and soon after questionnaires were distributed. Participants in the survey were asked for their views on the following controversial issues:

1. How do you handle the ever-increasing number of specialty items?

2. What is the percentage of increase in gallonage due to "give-aways" and premium deals?

3. What about split accounts?

4. What about "that special delivery?"

5. What about cabinet change-overs?

Responses came from such important ice cream concerns as the General Ice Cream Corporation, Penn Dairies, Inc., Fairmont Foods Company and others. Such correlative topics as delivery costs, competitive practices, brand identification, and frozen food merchandising were cited. The consensus follows:

How do you handle the ever-increasing number of specialty items?

Most ice cream manufacturers participating in the ICE CREAM FIELD survey indicated that specialty items are responsible for additional sales rather than replacements. Their role in increasing consumer consciousness of ice cream products was cited frequently. Although it was acknowledged that specialties increase delivery costs, this extra cost was said to be

neutralized by increased sales. Careful scheduling of specialty production was urged as a means of maintaining peak volume.

What is the percentage of increase in gallonage due to "give-aways" and premium deals?

Vernon F. Hovey, Jr., General Sales Manager of the General Ice Cream Corporation, Schenectady, New York, declared that "depending upon the yield or the tie-in, we find they will increase sales up to 100 per cent during the period of the promotion."

He said that General prefers to limit promotions to two-week periods. "We find that two pints at a special price and a half-gallon at a special price are the most popular."

Mr. Hovey declared that "it is extremely necessary to discuss these programs well in advance with competitors in our market; otherwise they will get out of hand."

A favorable attitude toward "give-aways" was reflected in the response of Wells S. Wetherell, Ice Cream Merchandising Manager of Fairmont Foods. He said flatly that such offers "definitely stimulate sales," but cautioned that they "certainly can be overdone."

Mr. Wetherell referred to a

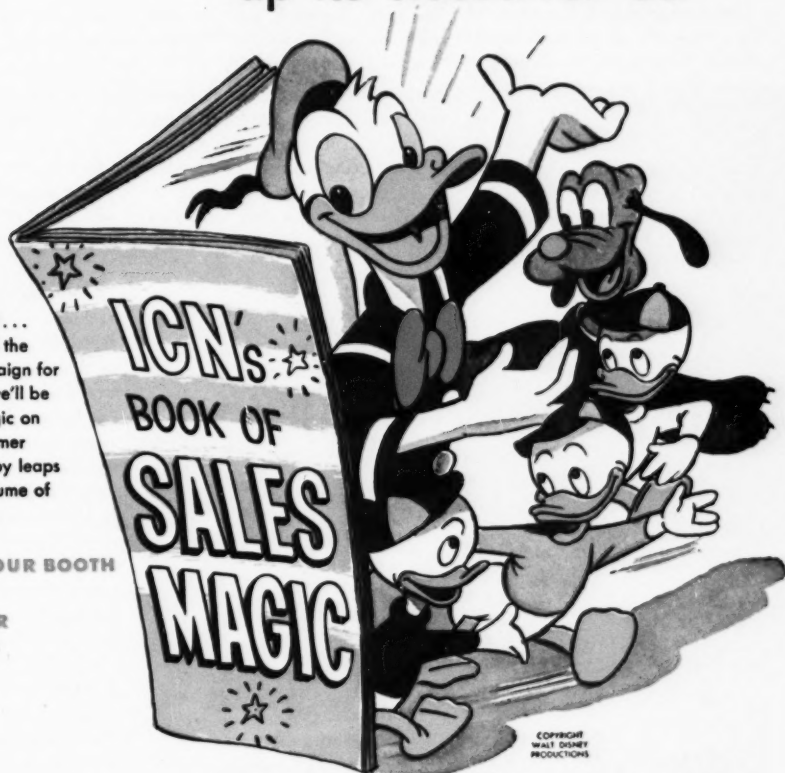
(Continued on page 144)

ICN has Real Promotion Magic up its sleeve for '53

NO ABRA-CADABRA,
but downright kid appeal . . .
that's the magical part of the
big ICN advertising campaign for
the coming season! And we'll be
performing our sales magic on
your stage for your consumer
audience . . . increasing by leaps
and bounds the sales volume of
your frozen confections!

WE'LL SEE YOU AT OUR BOOTH

**A-81
NAVY PIER
CHICAGO**



COPYRIGHT
WALT DISNEY
PRODUCTIONS

*It's Easy
to Build Profits
with J. C. N.*



ICY-FROST[®] TWINS

KREAMI-FROST



DUCKY-DUBBLE

FUDGI-FROST[®]



Ice Cream Novelties

A DIVISION OF FRUIT PRODUCTS CORPORATION

601 WEST 26th STREET, NEW YORK 1, N. Y.

400 WEST OHIO ST.
CHICAGO, ILL.

2748 EAST 11TH ST.
LOS ANGELES, CALIF.

100 STERLING ROAD
TORONTO, ONTARIO, CANADA

"ICN", "ICY-FROST", "DUCKY DUBBLE", "FUDGI-FROST" and "KREAMI-FROST" are Trade Marks of FRUIT PRODUCTS CORPORATION, NEW YORK, N. Y.

VEGETABLE fat frozen products are barred by law in the overwhelming majority of states and in most of these states there is no legislation pending which would change the status of these products, and ICE CREAM FIELD survey completed last month shows.

Interviewed during the course of the survey were health enforcement officials in most of the forty-eight states. Here is how they interpreted laws effective in their areas:

Alabama: There is no provision made for the sale of vegetable fat products, nor is there any pending legislation affecting the manufacture or sale of such products.

Ice milk, however, may be sold, with butterfat content ranging from 2.5 to 4.0 per cent.

Arizona: No vegetable fats may be used in any dairy product manufactured in this state. No legislation is being considered. Ice milk is permitted, with a legal minimum of 4 per cent butterfat. Labels on dairy products must show contents,

weight or measure, grade or class, and the name of the manufacturer.

Arkansas: This state does not permit the use of vegetable fats in the manufacture of frozen desserts. No pertinent legislation is in the offing. Low butterfat products, properly labeled according to the provisions of the Arkansas Dairy Law, are permitted.

California: Under the provisions of the Agricultural Code of California, it is permissible to use vegetable oils or fats in frozen products such as ice cream. Such a product would have to be labeled "imitation ice cream." Imitation ice cream cannot be sold in bulk for the purpose of resale, and may not be manufactured, processed, frozen, handled, distributed or sold in any place where ice cream is manufactured, processed, frozen, handled, distributed or sold. No legislation affecting vegetable fat products has been publicized but there is a possibility that such legislation will be introduced when the Legislature convenes next January. Ice milk, containing a minimum of 4 per cent milk fat, is allowed.

Colorado: In this state, frozen deserts cannot contain any vegetable fat if such are blended or compounded with any milk fats or milk solids. At present, vegetable fat

Vegetable Fat Ban In Effect In Most Areas, Poll Shows

Bargain Offer!

TO INTRODUCE
A SENSATIONAL NEW
VEGETABLE FAT FROZEN DESSERT!

Par-T-Freez!

**NOW! ENJOY
Old-Fashioned Smoothness
and Richness at a PRE-WAR PRICE!**

**BUY THIS
AT REGULAR PRICE 23¢
GET THIS
FOR ONLY 5¢
and 14¢ per pint**

**TAKE THIS
COUPON TO YOUR
Nearest
DEALER
TODAY!**

**ONE PINT OF
Par-T-Freez
only 5¢**

The Par-T-Freeze is a really exciting new dessert. It has the smoothness and richness that makes it possible to substitute against selected single white top ice cream. Par-T-Freeze has a smooth, delectable frozen texture. Par-T-Freeze is not a frozen dessert. It is sold as frozen with vegetable fat. The original Par-T-Freeze has old-fashioned smoothness and richness, only 5¢ a pint in most dealers. And during this introductory bargain offer you get the Par-T-Freeze for even less. Just take this coupon to your dealer to get Par-T-Freeze. Buy one pint of Par-T-Freeze at the regular price, and you'll get another full pint for only 5¢ and you're done.

Now you can afford to treat you to a full pint of delicious new Par-T-Freeze for only 5¢. The coupon is simple. Just attach this coupon to your Par-T-Freeze, and you'll get another full pint for only 5¢. It's a real bargain. Don't wait to try it. Take your coupon to your dealer today.

HYDROX CORPORATION
CHICAGO, ILL.

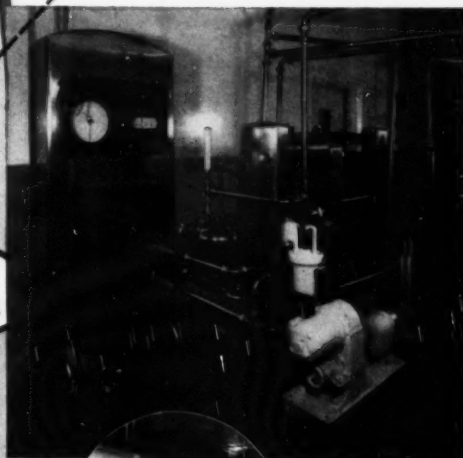
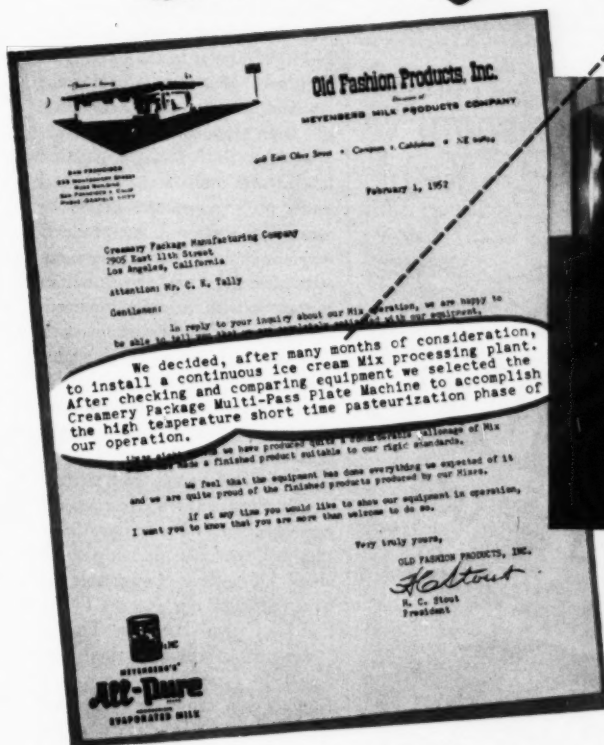
HYDROX CORPORATION sponsored this advertisement in the August 13 Chicago Tribune. Printed in four colors, the full-page message called attention to the National Dairy Products Corporation subsidiary's vegetable fat frozen product. Par-T-Freeze is sold in four flavors and is described in the copy as "the result of a new process that makes it possible to substitute special, selected vegetable fats for expensive butter fats and produce a smooth, delectable frozen delight!"



MULTI-Pass

H.T.S.T. PLATE PASTEURIZER

"Does the Job" on Mix



CP Multi-Pass H.T.S.T. installation at Old Fashion Products, Inc., Compton, Calif.

Their CP Series 40 Multi-Process Tanks are used to assemble and mix the ingredients.

CP H.T.S.T. Plate Pasteurizers are "doing the job" on mix. They are earning high commendation for their efficiency and economy in continuous mix pasteurization—as well as for their ability to maintain rigid quality standards for a better finished product.

If your operations are such as to make H.T.S.T. continuous mix pasteurization practical, CP Multi-Pass or CP Full-Flo

Plate Pasteurizers can give you the same kind of profitable results through savings of time, labor and floor space—plus uniformly better body and flavor.

Right now is a good time to investigate. CP is ready to work with you to help engineer a system that will meet your particular requirements best. Your CP Representative will be glad to give you the facts.

THE Creamery Package MFG. COMPANY

1243 West Washington Blvd., Chicago 7, Illinois

Sales Branches: Atlanta • Boston • Buffalo • Chicago • Dallas • Denver • Houston • Kansas City, Mo. • Los Angeles • Minneapolis • Nashville • New York • Omaha • Philadelphia • Portland, Ore. • Salt Lake City • San Francisco • Seattle • St. Louis • Toledo, Ohio • Waterloo, Iowa

CREAMERY PACKAGE MFG. CO. OF CANADA, LTD.
267 King Street West, Toronto 2, Ontario

THE CREAMERY PACKAGE MFG. COMPANY, LTD.
Mill Green Road, Mitcham Junction, Surrey, England

products are not being sold in Colorado. A labeling law exists, however, in the event such products are sold in the future. Ice milk is sold extensively in this state. No legislation affecting these products is contemplated.

Connecticut: Vegetable fat products are illegal in this state. There is no pertinent legislation pending.

Ice Milk sales have increased substantially in recent months.

Delaware: The use of vegetable fats is prohibited by law in this state. Delaware also bans low-butterfat products. No legislation affecting these frozen products is in the offing.

Florida: Frozen desserts with any other fats other than milk fats are

barred in this state. No pertinent legislation is pending. Packages labeled "ice milk" and containing a minimum of 3 per cent and a maximum of 10 per cent butterfat may be sold.

Georgia: Vegetable fat use is not permitted in this state in frozen products. Low butterfat products, "with distinctive trade names," are allowed providing they are not labeled or claimed to be ice cream. No legislation is in the offering.

Illinois: This state is one of the few that permits the manufacture of frozen products containing vegetable fats. Such products must be labeled with a distinctive name and under no circumstances are to be sold as ice cream. These products may not be described as "dairy desserts" and the word "dairy" used in connection with their sale is banned. Ice milk is legal in this state.

Indiana: The use of vegetable fats in frozen products made in this state is considered an adulteration under present statutes. A case now pending in the Marion County Court in Indianapolis will test the constitutionality of the ban against vegetable fats. (The Indiana State Health Department recently seized about 500 gallons of vegetable fat frozen products made by the Tompkins Ice Cream Company. The ice cream manufacturer invited this action to establish a test case.) Another case, centering around the state's low butterfat statute, also is pending. A decision is expected momentarily.

Iowa: Frozen desserts made in semblance of ice cream and associated dairy products and containing vegetable fats are illegal in this state. No pertinent legislation is pending. Ice milk products, clearly labeled, are permitted.

Idaho: Vegetable fat may not be used in the manufacture of frozen products. No legislation is pending. Ice milk, containing a minimum of 4 percent milk fat, is permitted.

Kansas: Frozen products contain-

Stabilizers
for
"Stabilizing
an Industry"

SEE US
AT BOOTH
G28

CHICAGO-SEPTEMBER 22ND THRU 27TH

CREST FOOD PRODUCTS

CREST BASE
FOR HARD FROZEN
ICED MILK

MALT CREST
FOR SHAKES AND
MALTEDS

OTHER DEPENDABLE CREST FOOD PRODUCTS

KUM-PLEET
MUL-CREST
GEL-CREST
FRUIT-CREST

LIQUID MUL-CREST
SHER-CREST
CANDIES

Write us, or contact our local representative for bulletin

CREST FOODS CO.
ASHTON, ILLINOIS

SEE US AT
BOOTH G28

ing vegetable fats are not permitted in this state. A recent effort to obtain an injunction against the enforcement of the state law prohibiting the use of "foreign" fats was defeated in a district court, but was appealed to the State Supreme Court. A decision is expected in the near future. Other legislation now pending may affect the manufacture of these products. Low butterfat items are acceptable to health officials.

Kentucky: No vegetable fat products may be made in this state, according to legislation enacted this year. Ice milk is permitted, and is sold as "not ice cream" or "sub-standard ice cream."

Louisiana: Frozen products made from vegetable fats are not permitted in this state. Ice milk, containing a minimum of 3½ per cent butterfat, is allowed.

Maine: No vegetable fat may be used in frozen products made in this state. Ice milk, containing a minimum of 3¼ per cent milk fat, is allowed.

Maryland: Vegetable fat products are barred in this state. There is no provision for the sale of low-butterfat products in the state law. No pertinent legislation is pending.

Massachusetts: This state does not permit the use of vegetable fat in frozen products. No legislation is pending. Ice milk is recognized by statute and its sale is permitted under proper forms of labeling. The fat content of ice milk may vary from 3.35 to 10 per cent.

Michigan: Both vegetable fat frozen products and ice milk are illegal in this state.

Minnesota: Frozen desserts made with vegetable fats are not permitted to be manufactured or sold in this state. No legislation is pending. State authorities are against the idea of permitting the use of vegetable fat. Ice milk, containing a minimum of 2 per cent milk fat, is allowed.

Mississippi: The Mississippi

Dairy and Creamery Law prohibits the use of vegetable fats in the manufacture of ice cream. No legislation that would change the status of these products is anticipated. Ice milk, containing at least 3 per cent butterfat, is legal.

Missouri: With virtually every major ice cream manufacturer in the state now producing frozen products made with vegetable fats,

an opinion now is pending in the office of the State Attorney General relating to the legality of the manufacture of these products. Labeling regulations are specific and insist that there be no attempt to mislead consumers. New legislation is expected to be introduced early next year. Ice milk may be manufactured in Missouri.

Montana: Vegetable fat frozen

Better Coloring with BETTER COLORS



Parakeet TRADE MARK BRAND OF CERTIFIED FOOD COLORS

Your finished product deserves the finest. Secure maximum sales and eye appeal by using Sterwin's Parakeet Certified Food Colors.

These pure food colors are manufactured by Sterwin's Hilton-Davis Chemical Co., leaders in the color field for 25 years. Their experience and know-how guarantee the production of top quality certified food colors.

WRITE TODAY for new booklet giving information on Sterwin's complete line of Food Colors.



Sterwin Chemicals, Inc.

SUBSIDIARY OF STERLING DRUG INC.
1450 BROADWAY, NEW YORK 18, N. Y.
445 Lake Shore Drive, Chicago 11, Ill.
FACTORY: CINCINNATI, OHIO

Branch Offices: Atlanta, Boston, Buffalo, Chicago, Dallas, Kansas City (Mo.), Los Angeles, Minneapolis, Portland (Ore.), St. Louis

WORLD'S LARGEST SUPPLIERS OF VANILLIN

products may not be manufactured in this state. The status of low-butterfat products soon will be determined by a State Supreme Court decision. No legislation relating to these products is anticipated.

Nebraska: The use of vegetable fats is banned in this state. No pertinent legislation is pending. Ice milk, containing a minimum of 3 per cent butterfat, may be sold.

Nevada: No vegetable fats may be used in the manufacture of frozen products. No legislation is in the works. Ice milk, containing a minimum of 4 per cent butterfat, may be sold.

New Hampshire: Frozen desserts employing vegetable fats as substitutes for milk fat are prohibited. Ice milk is banned also. No new legislation is anticipated.

New Jersey: Both vegetable fat and low-butterfat frozen products are prohibited in this state. No new legislation is anticipated.

New Mexico: One of the few states to okay properly labeled vegetable fat products, New Mexico also permits the sale of ice milk.

New York: Both vegetable fat and low-butterfat frozen products are banned in this state. No pertinent legislation is in the offing.

North Carolina: The use of vegetable fat in the manufacture of frozen desserts is prohibited in this state. Ice milk may be sold in packages only.

North Dakota: Vegetable fat products are banned. Low-butterfat products are being sold under the North Dakota Imitation Ice Cream Law.

Ohio: Vegetable fat products are illegal in this state. Ice milk must contain at least six per cent butterfat.



BARNEY PARKER, Drumstick, Inc. executive, anticipates many questions at the forthcoming Dairy Industries Exposition dealing with "Texas Cone" and "Dairy Cone," products recently introduced by his company. The former is a vegetable fat confection and the latter is a low-butterfat cone. Both are factory-filled.

Oklahoma: No provision is made in current laws for either vegetable fat or low-butterfat products in this state, but the consensus is that, if properly labeled, both products would be permitted.

Oregon: Both vegetable fat and low-butterfat products may be manufactured in this state. Ingredients must be listed on labels. Minimum fat content for ice milk is 3.2 per cent.

Pennsylvania: Both vegetable fat and low-butterfat products are not legal in this state. No legislation affecting these products is anticipated.

South Carolina: Vegetable fat products are forbidden. Ice milk has been placed on the market, but no clear law prevails. The 1953 General Assembly is expected to consider an amendment that would legally definite low-butterfat products.

Tennessee: Vegetable fat products are not permitted in this state. Ice milk is allowed. No new legislation is anticipated.

Texas: Vegetable fat products may be manufactured in this state. If made under the name "Mellorine," these products must meet the state standard. Ice milk is also manufactured in Texas. No new legislation is expected.

Utah: Vegetable fat products are illegal, but low-butterfat products containing a minimum of four per cent butterfat may be made.

Vermont: No specific reference to vegetable fat products or ice milk is made in Vermont laws, but it is believed that if the name "ice cream" is not ascribed to such products, they may be manufactured.

Virginia: No provision for vegetable fat frozen products is found in this state's laws. If such a product is offered for sale, the Department of Agriculture's Division of Dairy and Foods will solicit an opinion from the Attorney General. No ice milk may be sold. No new legislation is pending.

Washington: Vegetable fat products may not be manufactured in this state. Ice milk is permitted, however. No new legislation is expected.

West Virginia: No vegetable fat may be used in the manufacture of frozen products in this state. Ice milk, sold as "imitation ice cream," is permitted.

Wisconsin: Vegetable fat frozen products are banned in this state. A recent court decision held that ice milk could be sold, but several limitations were placed on its sale.

Wyoming: Vegetable fat frozen products are illegal in this state, but low-butterfat products may be manufactured. No changes in present legislation is anticipated.

Information dealing with vege-

(Continued on page 96)

See the "WEBER BLIZZARD-160"...in action
DAIRY INDUSTRIES EXPOSITION, CHICAGO, BOOTH C-59

weber's
amazing new

Blizzard 160

completely self-contained
ice cream and
frozen food cabinet



**HOLDS
MORE!**

**SHOWS
MORE!**

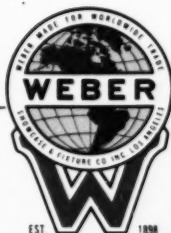
**SELLS
MORE!**

MODEL RCD-2600

**yes, all these most wanted features...
in a completely self-contained cabinet!**

PATENTS HAVE BEEN APPLIED FOR

- * Forced air refrigeration, no divider plate coils
- * Automatic defrost...no plumbing or drain necessary
- * Greater refrigerated capacity
- * Lighted, 3-deck "selling superstructure"
- * 50% more "product-selling" display space in the same floor space
- * Spacious "view-window" front
- * Pull-out compressor behind lighted product picture easily accessible from front,
- * *plus famous Weber quality!*



WEBER

showcase & fixture co., inc., los angeles

Distributor-dealers and branch offices in all principal cities

ONE OF THE WORLD'S FOREMOST DESIGNERS AND MANUFACTURERS OF COMMERCIAL REFRIGERATION

GAINS MADE IN ILLINOIS

BY M. G. VAN BUSKIRK
Illinois Dairy Products Association
Chicago, Illinois

IT is still too early to make a definite forecast of the new and somewhat startling invasion of the ice cream industry of frozen desserts made from fats other than butterfat. Few if any sections of Illinois are presently unoccupied by the invader. Whether he can hold early gains and occupy permanently ground held by ice cream remains to be seen.

Sales in various sections of the state have been spotted. Some concerns report being put to it to meet the demand. Others have made the product for dealers who want it. There are a few who have not been forced into manufacture and who maintain that they will not do so. One manufacturer of ice cream told me recently that he had not heard from a single one of his dealers.

Sales In Line With Promotion

Sales, as might be expected, have been somewhat in line with the drive put behind the product. In Chicago some full-page color advertisements have been run. See illustration on Page 66. In the St. Louis area newspaper spreads have been used. Since the product is a direct competitor of ice cream some of the copy used would seem to be unwise, to say the least. It is strange to read: "If you like ice cream you will love ———." Full color advertisements seem also to leave something to be desired.

Some manufacturers have continued to sell their ice milk products instead of moving into the vegetable fat field. Prices of these products are or can be sufficiently low to meet consumer demand, say the managers of these concerns. They do not indicate how long they will maintain this position but indicate that they may do so as a definite policy. By so doing they can advertise, merchandise and sell their products as dairy products and thus continue to depend upon consumer acceptance of dairy foods.

As this article is being written practically every manufacturer in Chicago has a frozen dessert on the market. Fat content ranges from six to twelve with wholesale prices varying with the amount of fat used. There has been considerable experimentation with the kind of fat used. Final determination will be made by most operators when sufficient experience has been gained as the result of consumer reaction.

Not New In Illinois

Ice milk is not new in Illinois. It has been on the market sufficiently long to indicate the place it should have in operation plans. Since no records are available on ice milk, as such, it is not possible to give accurate figures. It is definite, however, that some companies have built up an appreciable volume. Its largest sales have been made in the Chicago area.

Downstate ice milk has been spotty. In many sections it has taken over ground which formerly belonged to ice cream. Particularly is this true in novelties and in malted milks and milk shakes. In the latter categories the substitution has been with the consumer being none the wiser. In the novelty field there has been some emphasis on the lower caloric content of the product but this argument has been used more in defending his position on the part of the ice milk maker than in actual assault upon consumer strongholds.

It is interesting to note that in the adjoining states of Wisconsin and Indiana, where vegetable fat products are illegal, that sales of ice cream have kept pace with those in Illinois. At times they have been greater. This is probably an excellent argument against the oft-repeated one that the "consumer demanded a lower priced article."

Another

NEW "LIQUID" FOUNTAIN LUNCHEONETTE

Builds Prestige and Profit



Lee's Pharmacy in busy Lincolnwood Shopping Center.
(Chicago) Illinois. A compact 93 foot example of a modern fountain-luncheonette by "Liquid".

We invite you to discuss your fountain-luncheonette plans with a "Liquid" sales engineer.

CARBONIC CORPORATION

1000 Kedzie Avenue

Chicago 19, Illinois



Sales Effort Role Cited In Survey

SALES of 731 American ice cream manufacturers participating in a poll conducted by the International Association of Ice Cream Manufacturers increased in 1951 by 2.98 per cent over the previous year, according to the twenty-seventh annual sales index released last month by the association's Department of Statistics and Accounting.

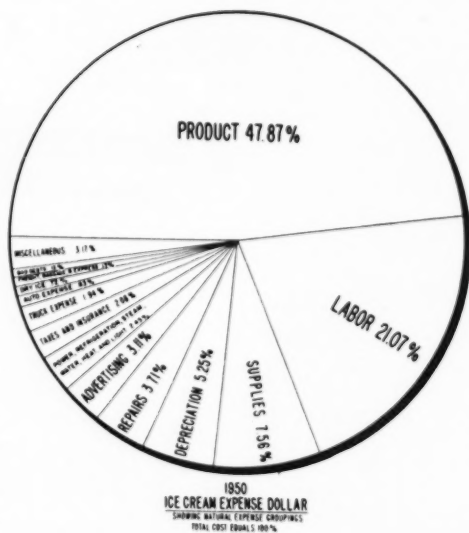
For the first time since 1946, the sales of ice cream showed an increase over the prior year. Department of Agriculture figures for all of the country's ice cream manufacturers placed production at 570,880,000 gallons in 1951—an increase of three per cent over 1950.

Indications are that new factors other than disposable income, weather and price have been brought into play to affect ice cream sales, the report noted. "The answer is probably the added sales effort now apparently placed behind these products."

The 731 participants placed 304,816,255 gallons of ice cream on the market in 1951 as compared to 295,982,299 gallons in 1950.

Ice cream manufacturers in the North Atlantic States in 1951 experienced sales increases of 2.11 per cent over 1950 levels. Sales in New England decreased by 1.22 per cent, however. The largest gains were scored by the Maryland, Delaware and District of Columbia group combined. The increase there amounted to 5.54 per cent.

In the Central Eastern States, the sales of all products manufactured in ice cream plants achieved an increase over the previous year for the first time since 1946. The gain over 1950's sales amounted to 3.28 per cent. Each of the states in the district recorded an increase over 1950 gallonage. Indiana amassed the largest gain—6.07 per cent—and was followed by



Michigan (4.20 per cent), Ohio (3.89 per cent), Wisconsin (3.02 per cent) and Illinois (.43 per cent).

The only district to report a decrease in sales during 1951 was the Middlewestern area. The decrease was .30 per cent. Half of the states showed decreased sales while the other half enjoyed sales increases. Missouri had the largest increase, its sales having jumped 2.22 per cent over those in 1950. Next came Kansas with 1.64 per cent, and then Minnesota with .40 per cent. The largest decrease was suffered in North and South Dakota combined, where sales dropped off 3.34 per

An Invitation To You...

for the Dairy Industries Exposition

from the 15 Flavor-ized

FLARE-TOP EAT-IT-ALL

Bakeries

Keystone Cone Co.
PITTSBURGH 12, PENNSYLVANIA

Northwest Cone Co.
CHICAGO 9, ILLINOIS

Crisco Cake Cone Co.
ST. LOUIS 4, MISSOURI

Maryland Baking Co.
BALTIMORE 20, MARYLAND

Maryland Baking Co.
OF ATLANTA 3, GEORGIA

Maryland Baking Co.
OF THE CAROLINAS,
CHARLOTTE 4, NORTH CAROLINA

Lanier Cone Co.
CINCINNATI 2, OHIO

Pacific Coast Baking Co.
LOS ANGELES 21, CALIFORNIA

Northwest Cone Co.
OF DETROIT 7, MICHIGAN

Maryland-Pacific Cone Co.
OF OREGON, PORTLAND 14, OREGON

Maryland-Pacific Cone Co.
OAKLAND 8, CALIFORNIA

Gulf Cone Co.
DALLAS 1, TEXAS

Eastern Baking Co.
CAMBRIDGE 42, MASSACHUSETTS

Eagle Cone Corp.
BROOKLYN 5, NEW YORK

* Due to circumstances beyond our control, we will not have exhibit space at Navy Pier. However a cordial invitation is extended to you to visit the Flare-Top/Eat-It-All Bakery in Chicago: Northwest Cone Co., 1400 W. 37th St., Chicago 9, Ill. (Phone: LAfayette 3-3460.)

Imperial Cone Co.
LONDON, ONTARIO
CANADA



To Visit with Us In
The Pine Room
Mezzanine Floor
The Congress Hotel*
Chicago

Sept. 22nd to Sept. 27th

cent. Sales decreased 2.77 per cent in Iowa and 1.04 per cent in Nebraska, according to the sales index.

Saleswise, the most substantial gains were recorded in the South. Ice cream manufacturers in this district scored an increase of 6.51 per cent over 1950. Only Florida suffered a decrease in volume; its loss was .13 per cent. Texas had the largest increase of any of the states in the area—12.04 per cent. Oklahoma and Arkansas combined were second with 11.21 per cent. Georgia followed with 10.42 per cent.

The Western States as a group enjoyed the second largest sales increase in this country during 1951. This area's ice cream volume was up 3.38 per cent last year over 1950. The largest gain was achieved by Arizona and New Mexico combined (28.28 per cent).

Forty-nine Canadian ice cream concerns participated in the survey. These firms sold 12,697,627 gallons in 1951 as compared to 11,837,740 gallons in 1950, a gain of 7.26 per cent. Production in Canada during 1951 surpassed by close to one per cent the previous peak year (1948).

Related Products Report

For the first time, this year's sales index contains a report on the manufacture of related products such as ice milk, sherbet, water ices and other frozen dairy products. Based on figures compiled by the United

SEE the **NEW**
Cabinet Superstructures
that **MOVE**
to **MOVE**
more Ice Cream.
in Kelvinator's booth
by
R. K. Merritt & Associates

ICE CREAM SALES INDEX

Analysis Showing Increases and Decreases by States for the Years 1951, 1950, and 1949

	com- pared 1951 with 1950 %	com- pared 1950 with 1949 %	com- pared 1949 with 1948 %
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NORTH ATLANTIC STATES

New England	- 1.22	- 7.61	- 5.85
New York	+ 2.79	- 9.21	+ 1.05
Pennsylvania	+ 2.16	- 3.99	- 2.29
New Jersey	+ 4.32	+ 1.37	- 15.62
Md., Del., & D. C.	+ 5.54	- 1.38	- 3.32

CENTRAL EASTERN STATES

Ohio	+ 3.89	- 2.79	- 5.09
Indiana	+ 6.07	- 0.95	- 1.32
Illinois	+ 0.43	- 7.58	- 4.04
Michigan	+ 4.20	+ 1.86	- 2.79
Wisconsin	+ 3.02	- 3.53	+ 0.71

MIDDLEWESTERN STATES

Minnesota	+ 0.40	- 1.97	- 4.83
Iowa	- 2.77	- 5.36	+ 0.49
Missouri	+ 2.22	- 2.87	- 5.58
Kansas	+ 1.64	- 5.44	- 2.44
Nebraska	- 1.04	+ 3.71	- 1.68
No. & So. Dakota	- 3.34	- 7.82	- 2.21

SOUTHERN STATES

Va. & West Va.	+ 5.03	- 1.01	- 9.89
No. & So. Carolina	+ 0.75	- 1.43	- 3.46
Georgia	+ 10.42	+ 3.11	- 16.68
Florida	- 0.13	+ 3.81	- 2.16
Kentucky	+ 3.97	- 7.58	- 4.76
Tennessee	+ 6.92	- 1.05	- 7.97
Miss., Ala., & La.	+ 10.14	+ 2.65	- 10.32
Okla. & Ark.	+ 11.21	- 3.30	- 6.90
Texas	+ 12.04	+ 6.47	- 5.47

WESTERN STATES

Colo., Utah, & Nev.	+ 3.38	+ 2.44	+ 0.04
Wyo., Mont., & Idaho	+ 1.52	- 5.71	+ 3.12
Oregon & Wash.	+ 10.65	+ 3.40	+ 1.82
California	+ 1.88	+ 5.68	- 6.16
Ariz. & New Mex.	+ 28.28	+ 9.44	-----

UNITED STATES

	+ 2.98	- 2.78	- 3.64
--	--------	--------	--------

States Bureau of Agricultural Economics, this report makes clear a constant decrease in ice cream's still overwhelming importance in manufacturers' production plans.

In 1946, for example, the production of ice cream represented 95.57 per cent of the total frozen dairy items placed on the market. That figure dropped to 95.20 per cent in 1947, to 94 per cent in 1948, to 89.03 per cent (including water ices, not included in previous comparisons) in 1949, and to 87.33 per cent in 1950. Although official figures for 1951 are not available, it is probable that the trend continued last year.

Sherbet production has increased steadily since 1946

*Meet

America's Leading Ice Cream Salesmen

Flavor-ized
FLARE-TOP EAT-IT-ALL
CAKE CONES CAKE CUPS



COST
FINDERS

FOUNTAIN
MANUALS

SALES
INCENTIVES



FLAVOR DOMINATIONS

DIE CUT POSTERS

BULK
MERCHANDISING



FOR "BULK" ICE CREAM . . . A complete promotional program designed to help you, the manufacturer . . . your salesmen . . . your dealers, sell more of your product. Merchandising ideas that are sound and effective. Cones and Cone Cups that are highest in quality, crisp, bakery fresh . . . the right container for your ice cream.



HOME PACKAGES of Flavor-ized Cones and Cups that sell more take-home ice cream. Let us explain our complete "Home Pack" promotion.



FOR "FREEZER FILLED" CONES . . . Honey Roll Sugar Cones that stay crisp and fresh in hardening room and storage cabinet. Paper goods and filling equipment to provide the most efficient production. Advertising and promotional material that gets attention . . . creates the desire . . . sells ice cream.

*We Invite You
While in Chicago-*

To Visit with us in the
Pine Room of the Congress Hotel*
and to visit the **Flare-TOP/Eat-It-All**
Bakery in Chicago—Northwest Cone Company
1400 W. 37th Street
Telephone LAFayette 3-3460

THERE ARE 15 BIG

Flavor-ized

FLARE-TOP EAT-IT-ALL

Bakeries

A Guide to a Better Beginning"

PURE VANILLAS (Vanilla Veritas) IN ALL CONCENTRATIONS



Our experience, research and careful temperature control has insured a superior brand of Pure Vanilla Concentrates.

PROTOVAN "F"

Imitation Vanilla Flavor

Imparts an aroma and taste similar to that of choice Bourbon Beans.



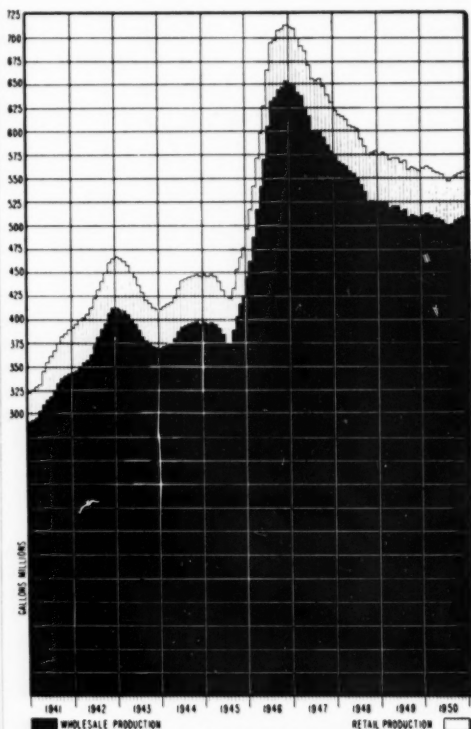
Florasynth

LABORATORIES, INC.

DETROIT 2 • MEMPHIS 1 • NEW ORLEANS 12
ST. LOUIS 2 • SAN BERNARDINO • SAN FRANCISCO 7
Florasynth Labs. (Canada) Ltd. • Montreal • Toronto • Vancouver • Winnipeg
Florasynth Laboratories de Mexico S. A. • Mexico City

when it represented 1.61 per cent of all sales of frozen dairy products, the only exception being 1947 when production dropped to 1.58 per cent. In 1948, the figure rose to 1.99 per cent. In 1949 and 1950, when water ices were included in the frozen dairy products totals, sherbet sales increased to 2.17 per cent and 2.68 per cent, respectively.

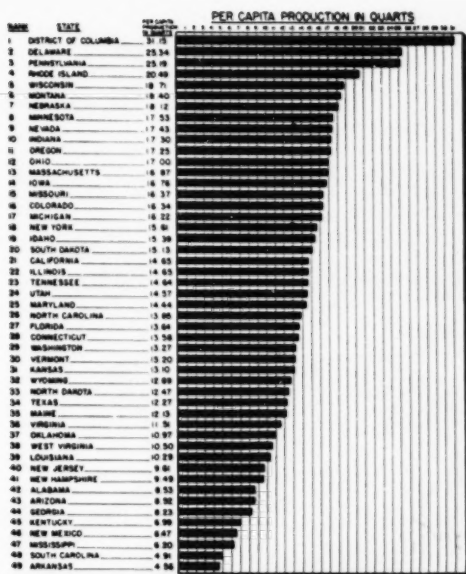
Ice milk sales in 1950 accounted for 5.74 per cent of the output of ice cream manufacturers, as compared to 4.73 per cent in 1949, 3.20 per cent in 1948, 2.39 per cent in 1947, and 2.07 per cent in 1946. With ice milk an ever-increasing factor in the industry, 1951 and 1952 figures should indicate a continuation of this trend, with even sharper increases likely.



U.S. ICE CREAM PRODUCTION

Water ices statistics were first compiled by the Bureau of Agricultural Economics in 1949. At that time, water ices represented 2.99 per cent of the total frozen dairy products of ice cream manufacturers. That figure dropped to 2.84 per cent in 1950.

The classification "other frozen dairy products" covers essentially the production of frozen custards, frozen or frosted malted milk and other low-fat products not listed in the other categories. In 1949, these products represented 1.08 per cent of total production



PER CAPITA PRODUCTION OF ICE CREAM IN 1950

PREPARED BY THE DEPARTMENT OF STATISTICS AND ACCOUNTING OF THE INTERNATIONAL ASSOCIATION OF ICE CREAM MANUFACTURERS FROM STATISTICS OF THE AGRICULTURAL MARKETING SERVICE, U.S. DEPT. OF AGRICULTURE

and in 1950, they accounted for 1.41 per cent of ice cream manufacturers' output.

The relationship between disposable income and the purchase of ice cream for the past five years has ceased to be as significant as in the prior years, the sales index pointed out. Disposable income has risen continuously but the production of ice cream has not kept pace.

Another factor that is considered one of the major influences affecting the production and sales of ice cream and related products is the temperature. It has become more and more apparent in recent years that only extreme conditions in temperature affect ice cream sales. A leveling off in production percentages over all the months is cited as proof in the survey.

While price was described as "an important factor" in recent years, the role of merchandising was emphasized as having even greater impact since late in 1950. "Through better merchandising," the sales index declared, "the ice cream industry brings its products more prominently into the public vision so necessary in today's highly competitive market and thus benefits through greater sales."

COPIES AVAILABLE

Copies of the report (Special Bulletin No. 82) on which the accompanying article is based are available on request from the Department of Statistics and Accounting, International Association of Ice Cream Manufacturers, 1105 Barr Building, Washington 6, D. C. Price is one dollar each.

NOW! *make real*
**Old Fashioned
Lemon Ice Cream**
for NEW Profit!



With CHILL-RIPE brand FROZEN LEMON PUREE

you can again make
old fashioned lemon
ice cream with that
wonderful *fresh lemon*
flavor everyone
remembers!

CHILL-RIPE brand FROZEN LEMON PUREE is real fruit, with all the delicious, tangy real fruit flavor! It contains a controlled amount of fruit cells and peel-oil. There's no mixing, because it's ready to use — not an oil, not an extract, not a powder!

Open the door to NEW profit, with old fashioned lemon ice cream that has a tantalizing fresh-picked lemon flavor! It's *easy* with CHILL-RIPE brand FROZEN LEMON PUREE! (Perfect for sherbets and ices, too.)

Write TODAY for the whole interesting story

FROSTED FRUIT PRODUCTS

200 CENTER STREET, LOS ANGELES 12, CALIFORNIA
210 FIFTH AVENUE, NEW YORK 10, NEW YORK

We'll See You at Booth I-41C in Chicago



Store Traffic Snags Eliminated



WHEN an ice cream manufacturing concern operates more than 100 retail outlets, you can bet that it will be confronted with more problems in a day than the Quiz Kids face in a week! It requires sound administrative policies and imaginative execution of these policies for the company to keep its profit rating as high as the aforementioned youngsters' Hooper rating.

Fortunately, the men who run Velvet Freeze, Inc. belong in the category of creative executives. The firm and its subsidiaries comprise four manufacturing plants, 130 company-owned retail stores and many franchise stores. Plants are located in St. Louis and Kansas City, Missouri, Milwaukee, Wisconsin, and Peoria, Illinois. The stores are to be found in Missouri, Kansas, Illinois and Wisconsin. Managing these enterprises are Chairman of the Board Jacob Martin, President Alex Grosberg, Vice Presidents Sidney Martin and Sylvester Grosberg, and they are assisted by Thomas B. Norwood, who supervises the Peoria plant;

VELVET FREEZE management solved two recent problems by installing self-service department in retail ice cream store (photo above) and by employing adaptor (photo, left) in making mixed dairy drinks.



VENTILATOR DESIGN
822 L.S.—© 1951

A Beautiful Combination

Here, in Butler Handy-Serv Ice Cream Cartons are combined:

(1) Speedy Delivery Service, resulting from exclusive, fast manufacturing process, and (2) Precision Performance on Your Packaging Line, thus reducing costly down-time. Here also is Functional Perfection with distinctive color and design. Clean-cut, four-square, sturdy packages that help sell your ice cream.



PIONEERS

IN CORRECT CARTON CONSTRUCTION

BUTLER Sales cartons for ice cream

THE BUTLER PAPER PRODUCTS COMPANY • TOLEDO 10, OHIO

MEMBER—PARAFFINED CARTON RESEARCH COUNCIL

ICE CREAM FIELD, September 1952

81

Horner- EMULSIFIERS AND STABILIZERS

Your Best Bet... FOR BETTER ICE CREAM MIXES

When it comes to product quality, you can't afford to take chances on just ordinary ingredients. You want the best dairy products, the best flavoring and Horner stabilizers and emulsifiers. Then you can be sure of a perfect mix with every batch.

Horner gives you **BALANCE**

... perfect blending of stabilizer and emulsifier for the finest flavor, body and texture possible.



Horner gives you **CONTROL**

... only the purest ingredients constantly inspected to make your product wholesome, tasty, and "in demand."

Horner gives you **UNIFORMITY**

... consistent quality in every batch guaranteed by close supervision of raw materials, manufacturing, packaging and shipping.



Horner gives you **SERVICE**

... a modern research laboratory and staff to analyze your mix and ice cream and give you "on-the-spot" assistance with all your mix problems. We can "tailor-make" emulsifiers and stabilizers especially for you where necessary.



Write for full details.

HORNER SALES CORPORATION

7300 Felicia Way

Pittsburgh 8, Pa.

A-C

William H. Volkmar, Retail Sales Manager, and others.

Speaking of problems, the Velvet Freeze organization was bothered in recent months by its inability to maintain its high standard of customer services, especially in the take-home departments of the retail stores. All carry-out business was handled over the counter. This included a full line of packaged goods in addition to substantial volume in fountain items. Even though clerks were provided for all the working room behind the counters, congestion occurred and store patrons found they had to wait longer and longer for service. During peak periods, as many as sixty-three customers awaited service for fourteen or fifteen employees.

To find a solution, the company experimented. A self-service package department, featuring a line-up of Anheuser-Busch display cabinets, was installed in a typical Velvet Freeze store. This department occupied about one-fourth of the total store area, and was located to the right of the main entrance of the outlet.

The results? After the installation was effected, the store achieved a new record by serving more than 2500 persons in one day. A peak-period total of eleven employees was employed. Package sales proportions are increasing steadily, much faster than the firm's other stores, now that customers are being exposed to the "impulse factor" in merchandising.

Best proof of the effectiveness of the self-service area is the recent installation of similar departments in two other Velvet Freeze stores and the intention of the firm to convert more and more stores in the near future.

Another problem solved by the ingenuity of a company executive was the slowdown in service of mixed milk drinks. Velvet Freeze was examining its methods one hot Sunday last summer when business at the fountain was at its peak. At a typical malted milk station, the twenty-one malt collars were being taxed to the utmost to keep up with the demand. Malts were overflowing the paper cups inside the collars, resulting in ingredient waste. The time involved in applying and removing the collars was slowing up service. The used collars were being washed as rapidly as possible, but there was the inevitable and distasteful re-use of malt collars without washing. It was obvious that an operation involving the sale of more than 2,000,000 malts a year needed improvement.

Velvet Freeze came up with the answer. A simple adaptor, devised by Mr. Volkmar, was put into use. With the adaptor, it is possible to mix as many as three different sized cups on the same spindle. Adjustment can be made to other sizes in thirty seconds. Installation time required is approximately ten minutes on a Multi-mixer (see accompanying illustration).

Proof of the effectiveness of the solution is the recent order placed with the Prince Castle Sales Division for 900 adaptors.

GREAT CANNED PINEAPPLE INDUSTRY AD DRIVE

BOOSTS SALES APPEAL OF

THAT Pineapple FLAVOR! IN ICE CREAM, ICES



INCREASINGLY from now on, you'll find Pineapple ice cream and sherbets even more popular—faster-selling and extra profitable to make. More Pineapple-conscious families will be asking for Nature's most *refreshing* flavor!

Because Canned Pineapple is now being advertised dramatically in a long list of national magazines... advertised to over 40,000,000 American families in one of the greatest food-selling campaigns in U.S. history!

Plan now to cash in on this big Pineapple Industry ad drive! Include Pineapple in *more* of your ice cream products. Nature's most refreshing flavor holds big profit opportunity!

Your most refreshing profit...comes when you add Pineapple...

NATURE'S MOST REFRESHING FLAVOR!

This double-page, full-color spread in Oct. 20 LIFE starts huge, year-round Pineapple advertising campaign in 13 national magazines, Sunday newspaper supplements



For smoother-textured, repeat-sale ice cream...



use WHITSON'S INGREDIENTS in your mix

USE DUO-LIZER. Combination stabilizer and emulsifier. The emulsifier, soluble in butter-fat fraction, emulsifies and stabilizes it. The stabilizer, soluble in water fraction, absorbs excess moisture, stabilizes sugar and serum solids. Result: a mix of lower viscosity, faster whipping and less freezing time.

USE MONO-LIZER. Uniform, laboratory-controlled stabilizer. Readily soluble in water. Not affected by fruit acids or cocoa in the mix. Instant stabilizing action for uniform, true flavor.

OR TAILOR-MADE stabilizer and emulsifier combinations for soft ice cream, low-fat products or vegetable-fat frozen desserts. Because of the individual problems encountered in different types of equipment, varying ingredients, and inconsistencies in the vegetable-fat field from usage of various combinations of fats, you may well need a stabilizer or emulsifier or both to fit your particular requirements.

WHITSON PRODUCTS can offer you this kind of service.

YOU ARE cordially invited to discuss your production problems with Dr. Carl Koerver, who has recently been appointed as technical director of our Dairy Department. An expert in the ice cream field for 25 years, he will be at our booth during the exposition.

FREE Trial Production Run. You can arrange for our sales technician to conduct a trial production run in your plant—at no cost to you.

Simply write or telephone to Whitson Products today.

**BE SURE TO VISIT OUR BOOTH NO. C-55
AT THE SEPTEMBER CONVENTIONS!**

Whitson Products

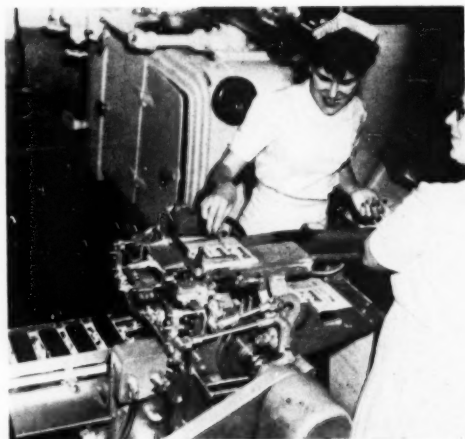
DIVISION OF THE BORDEN COMPANY
350 Madison Avenue, New York 17, N. Y.

P
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AUTOMATICALLY WRAPPED ice cream sandwiches are turned out at speeds exceeding one per second in Delvale Dairy's ice cream plant. Ice cream leaves the freezer and is extruded on chocolate wafers fed from synchronized dispensing machine. Sandwiches proceed along conveyor until plant worker breaks off individual sandwiches (photo, above) and places them on automatic wrapping machine. This machine wraps and heat-seals the sandwiches, using a special paper fed from roll at far end of machine (photo, right). Sandwiches leaving machine are pushed along top level tray where plant worker boxes them (photo, below). Next step: onto the conveyor leading into the hardening room.



“OUR PRIMARY concern at all times in our ice cream plant is progress—how to improve our methods of operation and thereby improve the quality of our products.”

Paul Hammond, vice president and production authority of Delvale Dairies, Baltimore, Maryland, is not a man given to idle conversation. Therefore, it was not surprising when he followed up the foregoing statement with an invitation to this magazine to witness a demonstration of Delvale's never-ending quest for increased efficiency.

The occasion was the recent installation of a newly-developed automatic wrapping machine for ice cream sandwiches in Delvale's plant. This equipment wraps and heat-seals the sandwiches at an average speed of better than one per second.

As the operation was performed on the day after the

Machine-Wraps Sandwiches

packaging unit was set up, ice cream was drawn from a Vogt freezer at about twenty-two degrees through an extruder. From the extruder, the ice cream was placed on chocolate wafers fed onto a conveyor belt from an Empire Biscuit dispensing machine. Naturally, the rate of extrusion previously had been synchronized with the speed of the wafer unit.

The extruder itself must be controlled so that it furnishes the desired length and width of ice cream to fit the wafers. In the Delvale plant, the ice cream is extruded in a stream $\frac{3}{8}$ " high by $4\frac{7}{8}$ " wide. The wafers measure $5\frac{1}{4}$ " between their longest ends, and this allows $\frac{3}{16}$ " leeway on each side of the sandwich. Actually, the ice cream expands after it leaves the extruder so that the area between the ice cream and the end of the wafer approximates one-eighth inch on each side. The width of the wafers, incidentally, is two inches.

The wafer dispensing unit consists of two magazines and a conveyor. The wafers automatically are deposited on the moving belt at a speed synchronized by a single control with the conveyor. If the speed of the belt is altered, the dispensing unit automatically changes speed simultaneously.

Mr. Hammond called attention to still another feature of the wafer dispensing machine. He noted that there are certain uncontrollable factors in baking wafers — humidity is an example — which are responsible for slight variations in the size of the wafers, even within one shipment. The dispensing unit is so geared, he said, as to allow for these variations to the point where ninety per cent of wafer breakage has been eliminated.

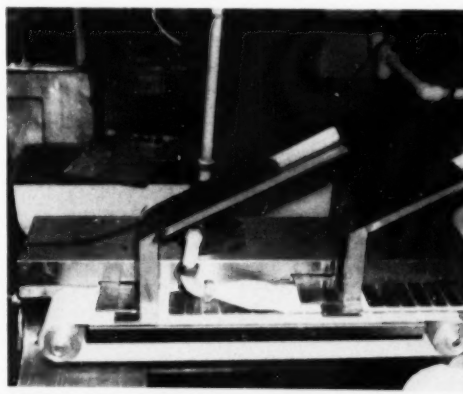
One of three persons required in this operation is stationed at the end of the conveyor fed by the extruded ice cream and the wafer dispenser. This plant worker's job is to break off the individual sandwiches and place each on the in-feed conveyor of the Lynch

Corporation's new Morpac wrapping and sealing machine.

It was learned that a device designed to "break off" the sandwiches automatically is now in the experimental stage at the Lynch factory. Delvale's production department is looking forward to this anticipated development. "Not," says Mr. Hammond, because of the possibility of eliminating one person from the operation, but because it will help minimize hand contact on the product, and thereby increase sanitation efficiency. Besides," he added, "chances are that with or without the automatic break-off device, the third person will be needed always in this operation."

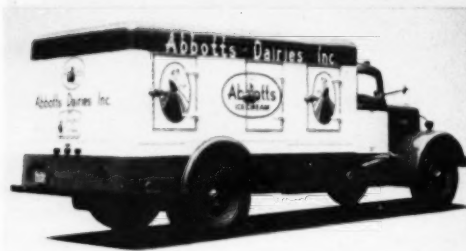
In addition to the employee at the "break-off" point, one person is assigned to supervise the freezer, the wrapping machine, and the wafer dispenser; his duties include the feeding of wafers into the appropriate

(Continued on page 146)

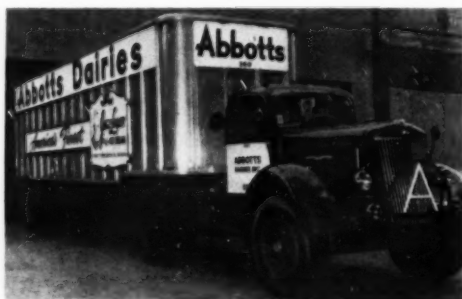


CLOSE-UP OF wafer dispensing machine is shown here. Ice cream is extruded from the freezer and is placed between chocolate wafers fed from synchronized machine.

Maintenance Crew Keeps Abbotts Truck Fleet In A1 Shape



ABBOTTS DAIRIES uses the truck shown above for dealer deliveries in Philadelphia and suburban areas.



TRAILER TRUCK, used by Abbotts Dairies for out-of-town branch deliveries, is shown above.



SERVICE TRUCK, a vital cog in Abbotts' ice cream transportation system, is pictured above.

ANYONE who has seen the red and white shining trucks of Abbotts Dairies will readily admit they are traveling billboards, leaving a favorable impression on those viewing the passing scene. The system of operation in the company garage should be credited with developing the fleet into one of the finest on the highways today.

In the Abbotts Ice Cream Department, two sizes of conventional chassis are used. One is the 1½ to 2 ton, using "U" license tags with 15,000 pounds gross vehicle weight, which carries an 840-gallon capacity body. The other is a two to three ton using "V" tags which allows 19,000 gross vehicle weight carrying 1,500 gallons of ice cream.

These bodies use hold-over plates for refrigeration; an electric motor is plugged in at night.

Repair Units

For refrigeration service repairs, Abbotts uses one-ton conventional chassis with specially built aluminum bodies which hold working tools, tubing and tanks in side bins and lockers. In the center, compressor units and motors are carried, completely covered to prevent weather or dampness damage.

Since the ice cream distribution branches are so many miles away from the main garage, care must be taken to avoid breakdown enroute. This is where the efficient preventive maintenance schedule proves its worth, and the breakdowns are few. However, in the case of an emergency or sudden mechanical failure, the driver will call the main garage office where he is instructed what to do. Often it is a small matter which is best and least



**ATLAS
CERTIFIED
COLORS**

**INDUSTRY'S
STANDARD
FOR 101
YEARS**

Colors with superior solubility, incomparable brilliance,
dependable uniformity — no wonder they have been
industry's standard for 101 years! We produce every color
in the spectrum — just the color to enhance
your product with exciting eye and buy appeal.

For information or special counsel, write us direct.

FIRST PRODUCERS OF CERTIFIED COLORS

KOHNSTAMM & COMPANY Inc.

89 PARK PLACE, NEW YORK 7 • 11-13 E. ILLINOIS ST., CHICAGO 11 • 4735 DISTRICT BLVD., LOS ANGELES 11
BRANCHES IN OTHER PRINCIPAL CITIES OF THE U. S. A. AND THROUGHOUT THE WORLD.

expensively handled by the nearest repair garage. If necessary, a mechanic from the company will hop in his truck and drive to the town to make repairs himself.

Abbotts transports for distance hauling consist of tractors and trailers, built of aluminum, with compressors operated by gasoline engines for over-the-road operation and electric plug-in when loading or unloading. These trailers have built-in power conveyors which have speeded the loading and unloading operation. The conveyor which travels inside the trailer is, of course, connected with the ice box from where the packages of ice cream ride. Three baffle gates on each side of the trailer prevent the load from shifting enroute.

Preventive Maintenance

The preventive maintenance program is strictly enforced. All major repairs are done in the main garage in Philadelphia. At the outlying small branches, with few employees and no garage, minor repairs and preventive maintenance work is contracted to outside garages. The Abbotts garagemen wash all trucks twice weekly. Each vehicle is defrosted and the inside of the bodies washed out once a month. Occasionally, depending on weather conditions, these tasks may be performed more frequently. High humidity for days, for

instance, will result in a quicker formation of frost in the truck and demand more frequent attention. Trucks are repainted on an average of every two years since the company believes that a longer run would result in a higher costing refinishing job.

"Stockroom On Wheels"

Rating high in efficiency is the service truck, designed by men in the Abbotts organization, completely equipped to handle all refrigeration repairs. The back of the truck is a stockroom on wheels, carrying every conceivable item needed for repairing a dealer's cabinet.

The large trailers and transports are used daily for out of town hauling to distribution branches. These cover Pennsylvania, New York, New Jersey, Maryland and Virginia. The smaller two-ton delivery trucks are used to make direct dealer deliveries in Philadelphia and suburban towns.

Visitors to the Abbotts garage are generally impressed with the many labor saving devices, and time-saving safety procedures, many devised by the workers themselves. They are impressed, also, with the cleanliness of the shops and garages which themselves undergo a sort of preventive maintenance schedule with daily scrubbing.

MACAROON ICE CREAM ROLLS



HERE'S ALL YOU NEED . . . a wire mold frame and inexpensive, paper liners and discs.
PATENT PENDING

18 OZ. ROLL . . .
serves 4 or 5
generous portions.

QUART ROLL . . .
serves 7 to 9
large portions.

made with inexpensive . . .
easy-to-use WIRE MOLDS

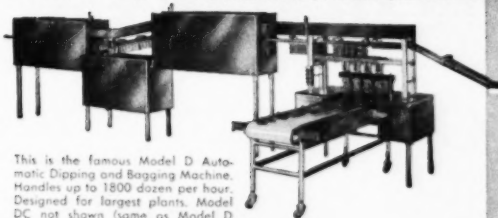
You will like the ease, speed and ECONOMY of preparing this really different ice cream specialty with the WIRE MOLD METHOD. We will supply everything you need to produce this profit-making ice cream roll . . . wire frames, discs, liners, window cartons, delicious macaroon crunch and colorful point-of-sale posters. Let us show you the way to greater profits. Write today!

Quart and 18 oz. roll cartons specially imprinted at no extra cost in quantities of 1,000 or more.



LUDWIG-LOCKHART COMPANY, 318 North Third Street, Minneapolis 1, Minn.

It PAYS to do it the VITAFREZE Way!



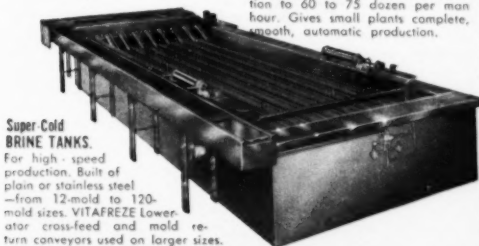
This is the famous Model D Automatic Dipping and Bagging Machine. Handles up to 1800 dozen per hour. Designed for largest plants. Model DC not shown (same as Model D except for size) handles up to 1000 dozen per hour.



STREAMLINER—designed for small plants. Automatic dipping and faster hand bagging. Produces up to 50 dozen per man hour. Saves expensive chocolate and hard to get labor.



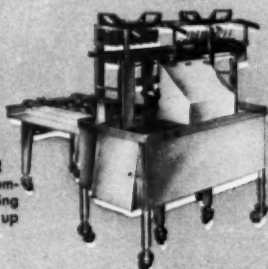
STREAMLINER with automatic bagging unit added. Steps up production to 60 to 75 dozen per man hour. Gives small plants complete, smooth, automatic production.



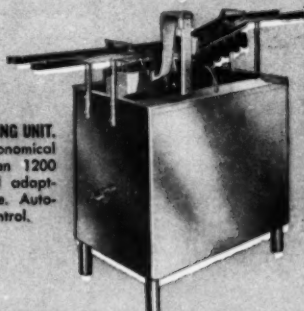
Super Cold BRINE TANKS. For high speed production. Built of plain or stainless steel—from 12-mold to 120-mold sizes. VITAFREZE Lower, star cross-feed and mold return conveyors used on larger sizes.

Vitafreze Frozen Confection Equipment is saving thousands of dollars every working day in hundreds of ice cream plants from coast to coast.

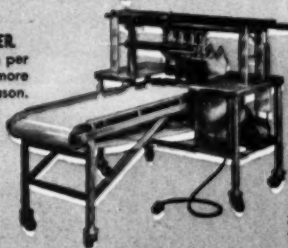
Regardless of your production needs you should equip your plant with this modern labor saving machinery. It will *pay for itself* in a surprisingly short time. You'll find a model to fit your needs and your budget.



AUTOMATIC WIG-WAG BAGGER for medium sized plants. Compact, portable. Double-loading feature permits production up to 600 dozen per hour.



VITAFREZE "Junior" DIPPING UNIT. Designed for fast, economical production (more than 1200 dozen per hour) and adaptable to limited space. Automatic temperature control.



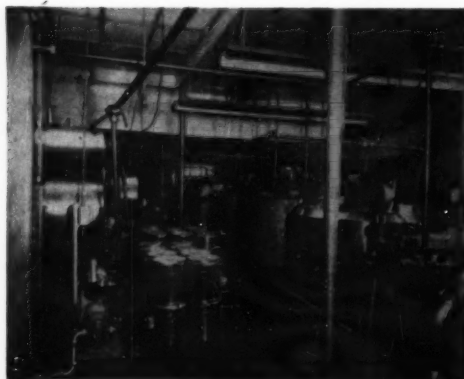
SIMPLEX AUTOMATIC BAGGER. Bags more than 450 dozen per hour. Will save its owner more than its cost in one season.

Write for FREE Catalog and more details

SEE SOMETHING NEW
AND INTERESTING
AT OUR DISPLAY
BOOTH A-60
Chicago Convention

VITAFREZE Equipment, Inc.
660 J EASTERN AVENUE SACRAMENTO, CALIFORNIA
Sales Representative - Joe Lowe Corp., New York City
Patents Pending Reg. U. S. Patent Office

PLANT WORTH SEEING:



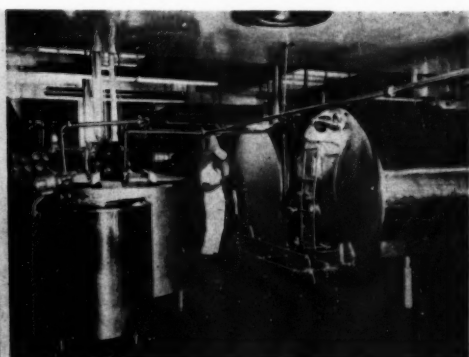
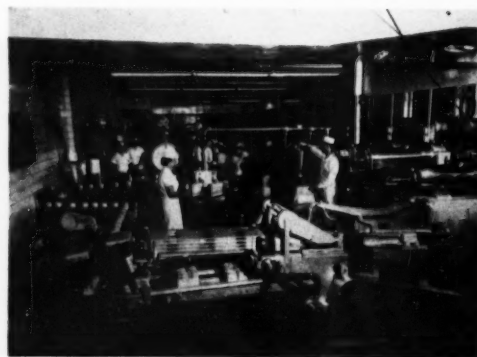
CONVENTION-goers invariably are interested in the important ice cream plants located in the vicinity of the meeting places. With this thought in mind, ICE CREAM FIELD invites the dairy industry assembled in Chicago this month on a "guided" tour—picture and word variety—of one of the most modern plants in the area—the one operated by the Central Ice Cream Company.

Before inspecting the company's facilities, let's consider some background information. Central has been in business for more than sixty years, and developed into its present status after starting with a small plant and forty-five employees. N. A. Cummings has been with the company for forty years. In 1937 he acquired control of the firm and became its President.

Mr. Cummings' son, Tom, gradually is assuming additional responsibility in the management of the concern. Ben Peterson, well known for the introduction of many new plant methods, is production manager.

The present plant on Western Boulevard was opened

PROCESSING ROOM in the Central Ice Cream Company plant is pictured above, left. Included are Mojonnier storage tanks and vats, Cherry-Burrell weigh tank and vat, and a Manton Gaulin homogenizer. Photo at the left shows the Diced Cream line, including Creamery Package vat and freezer and Food Machinery carton maker and filler. Below, left, is shown the packaging department. Four Cherry-Burrell freezers and a Hayssen bundling machine (foreground) are utilized. Below, right, are shown three Mojonnier 2000-gallon cold wall tanks and three Creamery Package 500-gallon flavoring tanks. Photos by Lou Egner.



CENTRAL IN CHICAGO

in May, 1941. Central currently employs 115 persons and serves more than 2000 accounts. Average annual ice cream production has reached 1,500,000 gallons, but this capacity can be extended to 7,000,000 gallons. Cost of equipment in the plant approximates \$1,400,000.

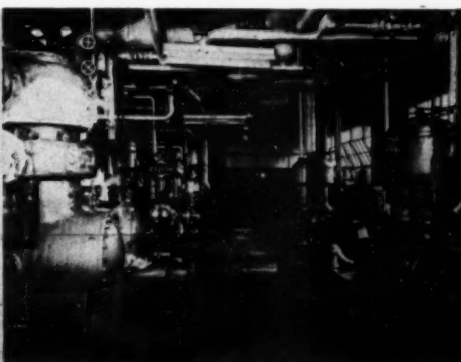
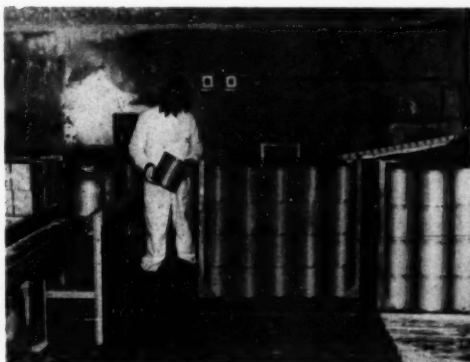
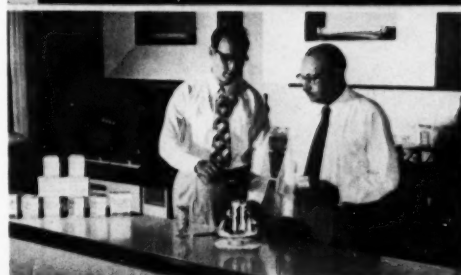
Two highlights of the firm's recent history were the simultaneous introduction—on May 17, 1949—of the "Highlander" brand of ice cream and the Diced Cream line. The former event was supported by a huge advertising campaign, with newspaper, radio and television messages costing the company more than \$275,000 from 1949 to 1951.

About 80,000 Diced Cream units are produced each day, five days per week in the Central plant.

A completely new refrigeration system, installed in 1950, has had "most gratifying" results, according to Mr. Peterson.

And now—see for yourself on these pages—the Central Ice Cream Company plant, Chicago, Illinois.

"HIGHLANDER" BRAND of ice cream, manufactured by Central, is distributed in trucks similar to those shown in the top photo. About one-third of the fleet is pictured. Below, production manager Ben Peterson is shown at his desk. The next photo shows Tom Cummings (left) and President N. A. Cummings, his dad, surrounding a "super-doooper" sundae. Below, right, is pictured the compressor room, featuring a 300-ton system with 7000 pounds of ammonia in circulation. Below, left, is shown the hardening room. The worker is loading 2½-gallon cartons on pallets. Each pallet accommodates 100 cartons.



You are invited...





*...to see the newest
developments in packaging
and merchandising for
ice cream, cheese, and butter
at*

BOOTH A-95

**DAIRY
INDUSTRIES' EXPOSITION**

*Navy Pier, Chicago
September 22-27*



Marathon Corporation Menasha, Wis.

packaging that sells food

Vegetable Fat

—from page 70—

table fat and ice milk legislation in those states not listed above was not available at press time from the appropriate state officials.

From the competitive viewpoint, the most important development in the vegetable fat picture

during the past month has been the intensity of the price war in the St. Louis market. The retail price has reached as low as twenty-five cents per quart.

In Chicago, industry rivalry has not matched that experienced in St. Louis, with typical vegetable fat prices remaining at nineteen cents per pint. The Borden Company recently featured its "Charlotte Freeze" vegetable fat products in

newspaper advertisements; the "special" price at the retail level was two pints for thirty-five cents.

Believing that the public prefers a low-butterfat product to one made with vegetable fat, Walgreen Drug Stores in Chicago currently are featuring a low caloric frozen product called "Gee." This product is being tested without any newspaper or radio advertising because the company feels that a true picture of consumer reaction may be obtained with the use of point-of-sale materials exclusively.

"Gee" is produced in three flavors—vanilla, chocolate and strawberry variegated. It contains 3½ per cent butterfat, 14 per cent serum solids-non-fat, cane and corn sugar, and stabilizer. General retail price is twenty-nine cents per quart.

The product is being marketed in three cities, and initial acceptance has been described as "fairly good," especially in those cities where vegetable fat is available.

Newspaper Attack

In another noteworthy development, John C. Davis, writing in the *Cleveland Plain Dealer* on August 13, criticized vegetable fat products as "substitutes for the real thing." At the same time, he took dairy products manufacturers to task for their "confusion" in meeting the vegetable fat challenge.

In discussing the role of vegetable fats in the frozen dessert field, Mr. Davis declared "they are driving to take over the place once held exclusively by ice cream. The attack is powerful, shrewd and without scruple."

He cautioned against meeting the vegetable fat competition by establishing low prices or by legal maneuvering. "In making its fight against vegetable fat, the butterfat people must sell their product on its merit," Mr. Davis stated.

IT TAKES THE BEST TO MAKE THE BEST

**Move UP with
QUALITY CHOCOLATE
COATINGS**

For over 28 years, Chocolate Products coatings have been one of the consistently best products in the industry. In today's super-competitive market, where sustained customer appeal is important, Chocolate Products coatings are more in demand than ever before.

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**VISIT BOOTH A-102
AT THE DISA SHOW**

CHOCOLATE PRODUCTS COMPANY

415 WEST SCOTT STREET, CHICAGO 10

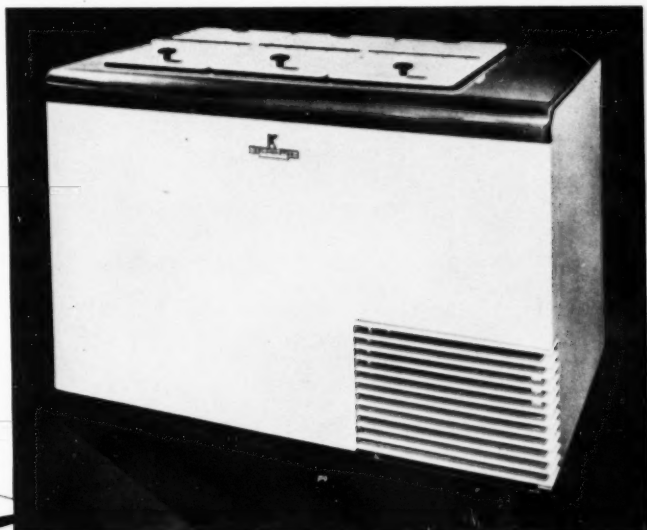
• 741 KOHLER STREET, LOS ANGELES 21

NOW! KOLDMASTER ENTERS THE ICE CREAM CABINET FIELD!

18 years of experience
manufacturing refrigerating
equipment goes into this fine
new line of Ice Cream Cabinets



A complete line
of the finest
in cabinets



In addition, five years of complete field and laboratory testing is your assurance that KOLDMASTER CABINETS provide the ideal quality protection for your ice cream . . . under every type of climatic and atmospheric condition.

Above—6 HOLE MODEL KE64—30 gallon capacity for four 5-gallon containers and four 2½-gallon containers plus extra storage space or 430 pint packages.



4 HOLE MODEL KE44

(Above, right) 20 gallon capacity with two 5-gallon containers and four 2½-gallon containers plus extra storage space or 245 pint packages.

8 HOLE MODEL KE84

(Above, left) 40 gallon capacity with six 5-gallon containers and four 2½-gallon containers plus extra storage space or 605 pint packages.

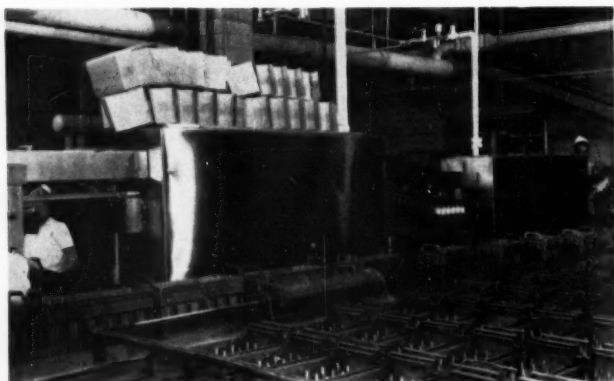
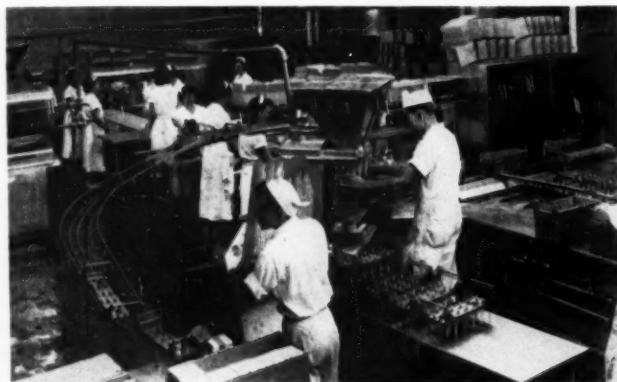


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ICE COOLING APPLIANCE CORPORATION

Division City Products Corporation
MORRISON, ILLINOIS

Manufacturers of Refrigeration Equipment Since 1934

EXPANDED NOVELTY OUTPUT



IN the center of North Carolina, in Davidson County, lies the town of Lexington and here is located the headquarters of the vast Coble Dairy Products organization. One of the largest independents in the country, Coble produces and merchandises a complete line of dairy products. Included in its operation is the largest frozen stick confection manufacturing department in the United States.

Featuring the "Popsicle" line of stick novelties, the Coble Ice Cream Sales Division supplies vanloads of these products to other distributors, in addition to attending to the needs of ten Coble branch outlets in North Carolina and seven branch outlets in South Carolina.

Production figures achieved in

COBLE DAIRY Products plant exterior is shown at top of page. Center photo shows overall view of stick confection production, with two Vitafreeze units connected to two 120-mold brine tanks. Accessory equipment includes Anderson Bros. power filler, air-operated stick inserter, Vitafreeze automatic bagger, lowerator, chill tunnel and conveyor system. Bottom photo shows close-up of chill tunnels, also mold return conveyor and view of filled brine tank. The conveyor against the wall brings supplies from the warehouse overhead.



"Just for You"

AMERICA'S ★ FAVORITE

Bing Crosby

ICE CREAM

**"MEET US
AT THE
MORRISON"
SUITE 2247-48**

Investigate the new Bing Crosby Ice Cream franchise . . . at the Dairy Industries Exposition in Chicago. The only franchise available on a complete co-operative, self-liquidating basis. Backed up by a powerful national advertising program. Meet Everett Crosby in person at Suite No 2247-48, Hotel Morrison . . . learn the full advantages of this franchise first hand! A new opportunity for bigger-than-ever profits and gallonage you can't afford to overlook. If you can't attend in person contact the office nearest you for complete details . . .

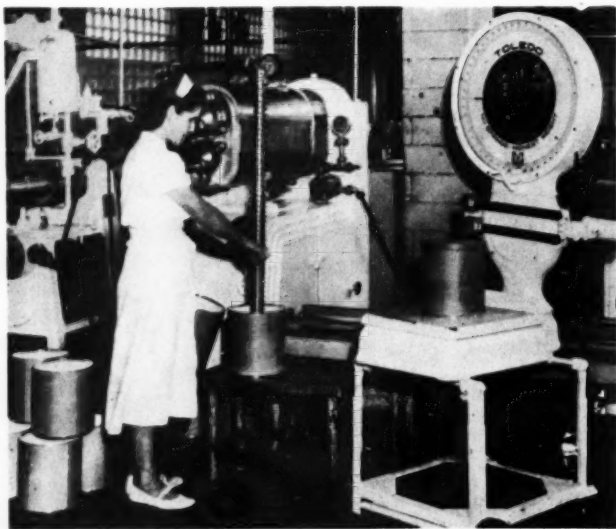
Bing Crosby Enterprises, Inc.
600 Fifth Ave., New York, N. Y.

American Ice Cream
Merchandising Council
3465 College Avenue
Indianapolis, Indiana

William V. Piper
Western States Manager
6050 Metropolitan Plaza
Los Angeles, California



REMEMBER
SUITE
2247-48



FILLING OF Sealright bulk cans from 300-gallon Vogt freezer is shown in top photo. The scale is used to check over-run. Coble's packaged line department is shown in center photo. Two Anderson Bros. cup fillers handle three to eight ounce cups at a total rate of 100 per minute. The bottom photo shows the "in-going" conveyor to the hardening room from the novelty department. The novelties are packaged for storage in corrugated containers. Each holds six boxes of two dozen novelties.



the Coble plant border on the astronomical. The Lexington manufactory can process 1,243,000 pounds of fluid milk each day, while simultaneously producing 179,200 gallons of ice cream mix and 11,600 gallons of ice cream. The dairy firm also turns out vast quantities of condensed milk, bulk pasteurized milk, powdered milk, butter, cheese and forty per cent cream.

The ice cream department in the Lexington plant is completely air conditioned. In addition to standard products, Coble manufactures special molds, stenciled slices, punches and similar "extra" items. Ice cream is produced in twelve continuous and two batch freezers.

Ingredients for Coble ice cream are produced at Lexington, South Boston, Virginia, and Martinsburg, West Virginia. At Lexington, a four-foot stainless steel pan is used to condense whole milk from local producers daily for use in ice cream. At South Boston, two six-foot stainless steel pans and a 1000 pound-per-hour drier supply additional fat. The Martinsburg plant is equipped with a double-effect pan and separators for manufacturing cream and condensed.

Renovations in the Coble ice cream plant are effected virtually continuously. When new equipment is developed that will speed up production or increase efficiency, the company investigates immediately, and if satisfied, finds room in the ice cream plant for such machinery. Recent additions to the firm's ice cream department include a Girton mold washer for the novelty room,



**HOW
TO BE
FAMOUS
FOR
ICE CREAM**

DEPEND ON DELICIOUS

Johnston MARBLEIZED FLAVORS

Johnston

CHOCOLATE MARSHMALLOW

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**MARBLE
BUTTERSCOTCH**



Makes even the finest ice cream better! That's what they say about delicious *marbleized* ice creams. Give your ice creams the advantage of this big extra sales push. Dress up — trade up — with Johnston Marbleized flavors. Sales tried — sales proven — they give fine ice creams a new touch — a new flavor goodness. So, see your Johnston representative now. Ask him about the hard-hitting point-of-sale material Johnston provides to help you sell.

ROBERT A. JOHNSTON COMPANY
Milwaukee, Wisconsin • Hillside, New Jersey



SURE WAY TO CASH IN ON THE HALF-GALLON BOOM!

*PREPARED SUGAR CONES—
PACKAGED FOR HOME USE*

GET THE FACTS ON THE SWEET-HEART HALF-GALLON SALES STORY

S. & S. CONE CORP.

537 Tiffany Street, N. Y. 59 At the show: Booth I-24A



an automatic sandwich machine that manufactures and bags 400 dozen long sandwiches per hour, and three 2000-gallon tanks which enable Coble to purchase and handle chocolate for coating in tanker lots.

The stick confection department was revamped completely during the past winter. The new system,

which permits the output of 5,000,000 pieces per month, resulted from studies of Coble's requirements, working space, and integration of stick confection manufacturing with other operations made jointly by Joe Lowe, Vitafreze and Coble engineers.

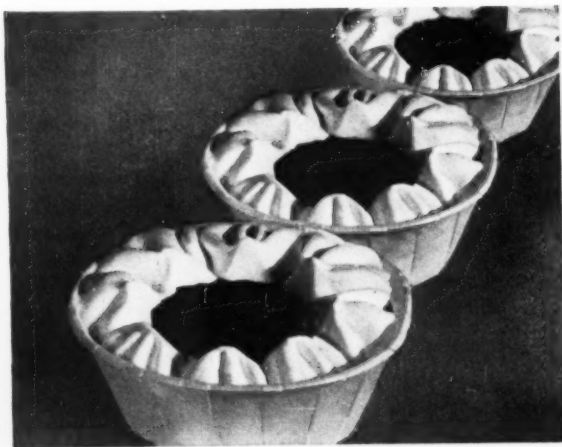
The equipment in this department consists essentially of two

120-mold automatic brine tanks, each complete with lowerator, pusher and transverse conveyor, two automatic bagging and chocolate coating units, plus the necessary conveyors, fillers, stick machines and other devices. The bagging and coating units, incidentally, were installed "back-to-back." A single conveyor, running between the two

Fill and Decorate Limpert's ICE CREAM TARTS

Meet us at Booth C-46
Dairy Industries Exposition
and at the Palmer
House.

in ONE profitable operation



Plan now for a big tart promotion next winter. Limpert offers the complete "package" on the first ICE CREAM TART of superior flavor and appearance that can be merchandised aggressively, stored indefinitely and produced economically. Decorated with *extruded ice cream* by Limpert's exclusive methods and special attachments for standard filling machine. WRITE FOR FULL DETAILS SHOWING HOW TO SAVE 10c to 20c per DOZEN TARTS.

Limpert BROTHERS, INC.

Makers of Fine Fruits and Flavors
VINELAND, NEW JERSEY

New York Office: 33 W. 42nd St.

What's New In "Help Yourself" Selling



Capacity:
14 models 16"
Floor Space:
30" front 24" wide
Height:
48" (includes 1" extra all depth)
Construction:
Stainless Steel 16" High
12" deep 24" wide

NELSON'S
See-n-Sell
GLASS FRONT MERCHANDISER

See The Latest
And The Finest
In Ice Cream Merchandisers
At Nelson's
DISA Display



Newest and finest of all glass front merchandisers... matchless in beauty and advanced engineering — salesmaker extraordinary with an irresistible appeal to the eye and appetite!

The new superstructure — with brilliant quick-change full color 3-dimensional pictures — is just the right low height for center aisle visibility. Continuous cold air circulation keeps the four-plate Thermopane crystal clear and always glistening. And there's a dozen far-ahead features in design, in construction, in quality that puts this new outstanding Merchandiser in a class by itself. Dollar for dollar, no better equipment is built to give you more in service, in operating economy, or in profitable sales.

You be the judge! Don't buy until after you see the new Nelson.

Write For Complete Information

PROMPT SHIPMENT FROM NELSON WAREHOUSES: CHICAGO - PITTSBURGH - READING, PA. - HOUSTON - DALLAS - HIGHPOINT, N. C. - WASHINGTON, D. C.

baggies, carries the cartons of finished confections from both units into the hardening room.

The center photograph on Page 98 shows the "in" end of one of the two 120-mold brine tanks. Empty molds are being returned on the mold return conveyor, shown running alongside the brine tank. An operator is shown filling one of the molds with ice cream. Also shown is the ice cream supply line running from the continuous freezer to the hopper of the ice cream filler. When the mold cavities are filled with the fluid ice cream, the operator sets it on the apron of the brine tank (shown at the righthand side of the picture). A supply of filled stickholders is waiting on the table to the right of the stick machine operator.

After stickholders deliver their confections to the bagger, the empty holders slide down and make a quarter turn, by gravity, to a position adjacent to the left side of the stick filling machine. The final position of the stickholder is alongside the stick machine, where the stick machine operator can pick it up without stepping away from the stick machine. The stick machine operator picks up the empty stickholder and sets it on the stick filler, filling the holder in one or two seconds merely by touching a control button on the front of the machine. This electric control shoots twenty-four sticks into the stickholder simultaneously. The operator then removes the stickholder and places it on the table at his right. The location of the stick machine is such that there is no unnecessary movement of the operator.

This position is both the beginning and the end of the "stickholder cycle." The empty stickholder arrives here and after being filled with sticks, starts on its trip to receive new confections.

The molds (filled with ice cream) are lined up on the apron of the

brine tank. The operator puts a loaded stickholder into each mold and then pushes all the molds onto the lowerator; the lowerator lowers the molds down into the brine. The mold pusher goes into action and pushes one row of molds forward. While advancing the first row of molds through the brine, the molds in the tank push the last row of molds up the incline and into the drainboard. The ascending molds

push the molds on the drainboard into the lateral conveyor.

When a row of molds arrives on the lateral conveyor, it is automatically carried along to the position in front of the defrosting tank. Here an operator defrosts the molds. He sends the empty mold back on the conveyor to the filler and hands the stickholder (full of uncoated confections) to another operator who starts the stickholder

discovered

NEW MARKET FOR BULK ICE CREAM

Over 1,000 extra gallons of bulk sales to the ice cream company! Just think of it!

The Evergreens, a beautiful countryside restaurant near Dundee, Illinois—has been featuring an ice cream dessert drink for several years with great success. This wonderful drink is made of 2 spadesful of New York ice cream and $\frac{1}{4}$ ounce of customer's favorite liqueur or cordial. It is MULTI-MIXED for about 2 minutes and served in a chilled 6 ounce sherbet glass.

Result—a delicious, creamy-thick, velvety smooth dessert-drink that customers rave about! Its cost is only 22c. It sells for 80c—a very profitable margin. Summer or winter this all year round drink is a steady profit maker! You can do it too...



From The Bar

ICES	
Brandy Ice	80
Cherry Ice	80
Peppermint Ice	80
or Your Favorite Liqueur	
A Delicious Treat—Brandy or Liqueur Multi-Mixed with New York Ice Cream	

Pictured here are customers being served a Brandy Ice, freshly made on the Multimixer. Also shown is a part of the Evergreen's bar menu, listing these popular dessert drinks.



Read our ad on adjoining page for more details.

PRINCE CASTLE Sales Div., Inc.
LaSalle-Wacker Building
Chicago 1, Illinois

through the coating and bagging unit.

Shown in the bottom picture on Page 98 is a plant worker starting a stickholder through the automatic chocolate dipping and bagging unit. The progress of the stickholder is clearly shown.

Once the stickholder is "on the rails" it is automatically advanced through the chill tunnels and chocolate dip tank to the bagger at

the other end. In the first chill tunnel, the surface of the confection is "dried" as enough time is allowed for the cold from the center of the confection to penetrate to its outer surfaces. (The chill tunnels, themselves, are refrigerated by direct expansion ammonia.)

After a few seconds of dipping, the conveying system moves the stickholder now full of chocolate

coated confections into the second chill tunnel. Here the surface of the coating is properly chilled and the chocolate set so that it is no longer tacky. Proper surface cooling of the chocolate coating is needed for the automatic bagging and handling which is to follow.

When the loaded stickholder arrives on the tracks of the bagger, an automatic device unlocks it, and the confections drop $\frac{1}{4}$ inch. The bottoms of the confections now ride on four Neoprene belts. The sticks are loosely held by the open stickholder. As the stickholder moves through the bagger, it keeps the confections upright until they arrive over the bagging chutes. Here each confection falls into its individual bag and the bags and their contents, in turn, drop to the bagged-confection conveyor.

The workers pack two dozen bagged stick confections to a carton; the cartons are sealed and sent to the hardening room in corrugated boxes containing six two dozen cartons.

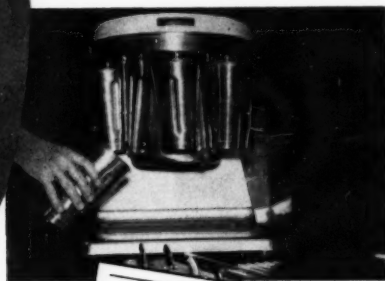
Coble turns over each brine tank five times an hour, which means an average freezing time for the stick confections of twelve minutes.

see

IT MADE...TASTE IT!

It's a dessert...it's an after-dinner drink... it's a refresher that tops off a fine meal. And there is PLUS bulk gallonage for you...

Each restaurant bar is a prospect for hundreds of extra gallons of bulk per year through these ICES—New York ice cream MULTI-MIXED with your favorite Brandy, Cordial or Liqueur. Your own customers will welcome this profitable idea. It's a door-opener for your Salesmen on new accounts. Let us serve YOU one of these drinks when you come to the Show in Chicago! Taste it...see it made...learn how you can increase bulk gallonage to every restaurant bar, hotel and club.

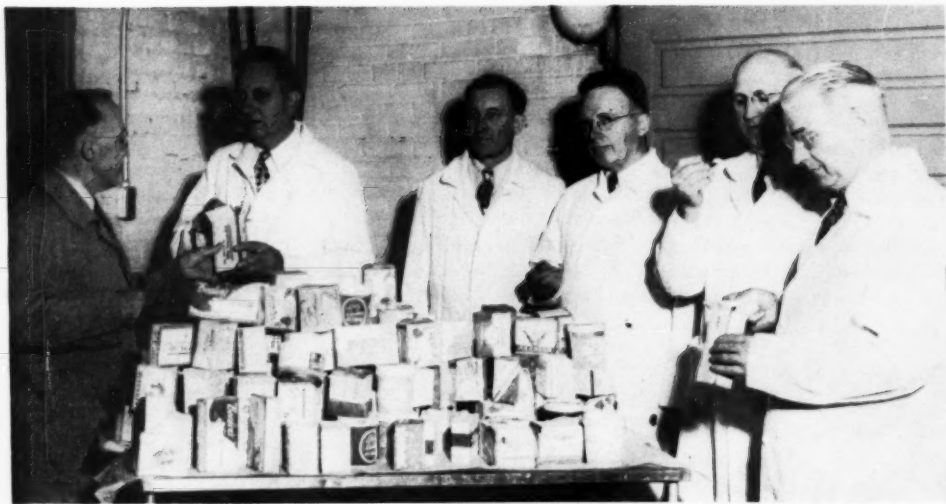


PRINCE CASTLE Sales Div., Inc.
LaSalle-Wacker Building
Chicago 1, Illinois

BE OUR GUEST
For the Brandy and Liqueur Ices at
Suite 1307, Lake Shore Drive Hotel,
181 E. Lake Shore Drive, Chicago...
(Next door to the Drake Hotel)
Saturday and Sunday, September 20-21
12:00 Noon 'til 7:00 P.M.
Monday thru Thursday, September 22-26
10:00 A.M. 'til 7:00 P.M.—Friday 3:00 P.M.
Write for full information if you
are not attending the Show.

WELCOME TO BOOTH C-31

Visitors attending the 1952 Dairy Industries Exposition are cordially invited to visit Booth C-31, show headquarters for the ICE CREAM FIELD staff. Copies of the annual yearbook edition will be available, as will be copies of the IDEA DIGEST (ice cream manufacturers' house organ), news bulletins, packaged sales brochures, industry information and statistics, and other printed materials.



INDUSTRY EXPERTS judge consumer packages of ice cream. Left to right are Professor P. S. Lucas, Michigan State College; Russell Many, Borden Farm Products

Company, Detroit; F. K. Merkley, Genesee Dairy, Flint, Michigan; Lester Sedine, Cherry-Burrell Corporation, Detroit; Professor G. M. Trout, Michigan State Col-

lege; and C. J. Schneider, National Dairy Products Corporation, St. Louis. The accompanying article reveals the methods employed by these authorities.

When Your Ice Cream Is Judged

SINCE the ice cream clinic season is at hand, the ice cream manufacturer should get himself into the most favorable position to interpret correctly the "lingo" of the ice cream judge. Only by knowing the basis of ice cream scoring and the evaluation of flavor criticisms can the manufacturer hope to reap maximum benefits from having had his ice cream scored by an unbiased, trained, experienced judge. Surely, the manufacturer today must benefit by the opportuni-

ties provided by the ice cream clinics staged at the various state dairy conferences and conventions.

The ice cream industry cannot afford to get along without having frozen-product clinics and urging 100 per cent participation of its manufacturers in these clinics. The major objectives are apparent; first, to improve one's own product, and second, to raise the level of quality of all ice cream. The latter seems especially important. Unless all ice cream is of good quality, sales may be seriously affected in the end. When the customer buys one dish of poor ice cream there is less chance of selling him a dish of good ice cream. Thus, the potential steady customer becomes "fed up" on "commercial" ice cream and quits eating *all* ice cream. Ice cream clinics and correct interpretation of the judges' decisions are indispensable to the attainment of these goals.

Unfortunately, the manufacturer of ice cream is not always aware of the methods and terminology involved in judging ice cream and thus, is not in the best position to interpret the findings of the judge. The purpose of this paper is to point out some of the

**BY PROFESSORS J. M. JENSEN
AND G. M. TROUT**
*Michigan State College
East Lansing, Michigan*

FULTON

VISIT US AT BOOTH B-45 . . .

DAIRY
INDUSTRIES
EXPOSITION
IN CHICAGO
SEPT. 22-27

THE
PERFECT
MOLD
FOR
STICK
CONFECTIONS



Made the Mold with this molding stone

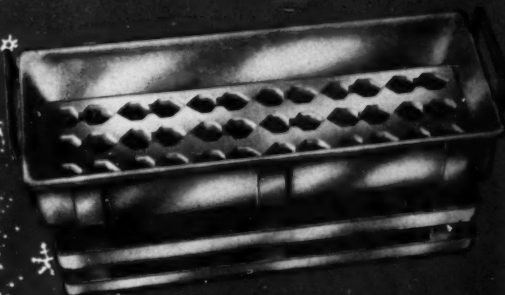
"No royalties to pay!"

That's right, there are no strings on your outright purchase of Fulton Molds!

SINGLE MOLDS AVAILABLE IN 2, 2½, 3½ AND 4 OUNCES

TWIN MOLDS AVAILABLE IN 4 OUNCES

JUNIOR MOLDS OR CORE MOLDS AVAILABLE IN 2 AND 2½ OUNCES



- Built to last—Fulton molds are made of heavy gauge copper with 1/8 inch corners rounded. No sharp corners to crack open.
- Easy to clean—Fulton molds are made of heavy gauge copper with 1/8 inch corners rounded. No sharp corners to crack open.
- Smooth interior finish.

- Fast freeze time—Fulton molds are made of heavy gauge copper with 1/8 inch corners rounded. No sharp corners to crack open.
- Smooth interior finish.

FULTON ENGINEERING CO.

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Established 1922



THE QUALITY FLAVOR HOUSE
FOR ALL NOVELTIES

A complete line of flavoring extracts tailored for your operation. Original concentrated emulsions for stick novelties.

Write us today for details on novelty supplies.
GLOBE EXTRACTS, INC., 2896 Fulton St., Brooklyn 7, N. Y.

techniques used and observations made by ice cream judges and to suggest possible explanations so that the ice cream manufacturer might get maximum benefit from the ice cream clinic.

The Ice Cream Score Card

College judges of ice cream make use of the following American Dairy Science Association score card for ice cream:

Item	Score allowed
Flavor	45
Body and texture	30
Bacteria	15
Melting quality	5
Color and package	5
Total	100

Commercial judges and ice cream production supervisors who check routinely on the quality of the ice cream unconsciously make use of the same score card. Also, coaches of college dairy products judging teams train their students according to the same scheme of evaluation. Consequently, the yardsticks for measuring qualities in ice cream become relatively standard throughout the country. Thus, these standards become the tools of the ice cream clinic judge.

Flavor is the most important item on the ice cream score card, meriting 45 points, or 45 per cent, of the total evaluation. Body and texture is second to flavor in importance, being allowed 30 points. Bacteria count, melting quality and color and package are all considered in the complete scoring of ice cream. However, the bacteria rating is often given full credit unless laboratory facilities and time are available to make a specific evaluation. Since flavor is of primary concern to most ice cream manufacturers, only that phase of scoring will be considered here.

Ice Cream Flavor Criticisms

In scoring ice cream for flavor, the judge is obliged to designate the off-flavor and put an evaluation on it.

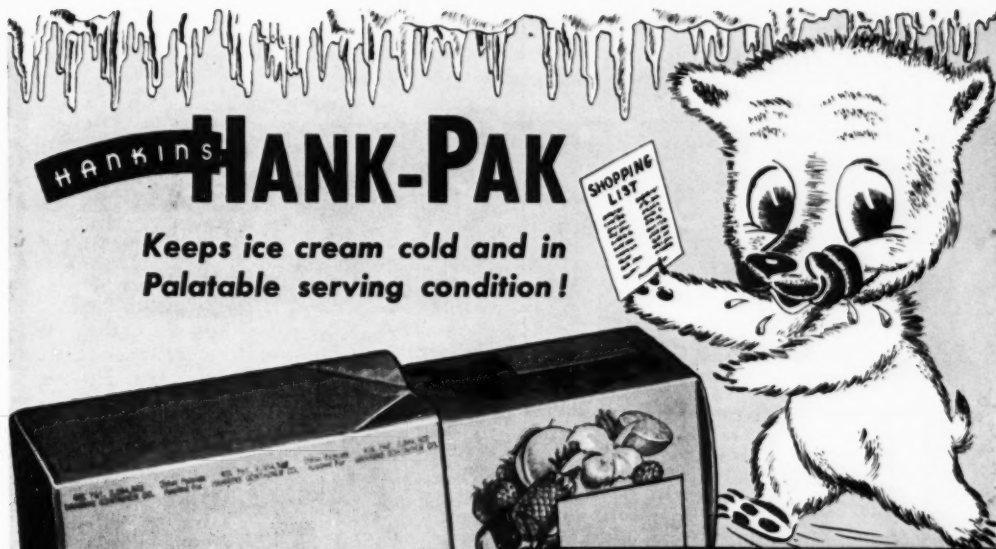
Otherwise, the flavor will be recognized as "perfect" or "above criticism." The flavor criticisms for ice cream as listed on the contestant score cards for the 1952 Collegiate Students' International Contest in the Judging of Dairy Products to be held at the Dairy Industries Exposition, Chicago, September 22 to 26, are as follows:

Cooked	Old ingredient
Egg	Oxidized
Flavoring—	Rancid
Lacks	Salty
Too high	Storage
Unnatural	Sweetener—
High acid	Lacks
Lacks fine flavor	Too high
Lacks freshness	Unnatural
Metallic	Unclean
Neutralizer	

In a recent change in the official grouping of criticisms on the contestant ice cream score card made by the American Dairy Science Association Committee on Judging Dairy Products, the flavor criticisms for vanilla ice cream pertaining to flavoring and sweeteners were grouped in order to call attention more readily to those flavor defects that were inherent (a) to the mix itself; (b) to the vanilla flavoring; and (c) to the sweetener. These changes should make it easier not only for users of the score card in judging, but also for ice cream manufacturers to interpret correctly the flavoring defects of their scored ice cream. When flavor criticisms are made which do not make clear whether the defect resulted from the mix ingredients or from the added flavoring the criticisms rendered may be misleading and actually may backfire on the parties not responsible. The criticisms on the contestant score card were therefore regrouped to make clearer which element in the ice cream was particularly referred to.

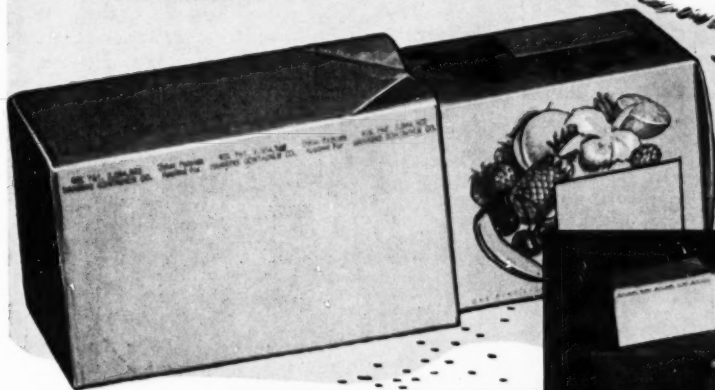
The flavor qualities of ice cream are usually grouped into classes which may be summarized briefly as follows:

(Continued on page 110)

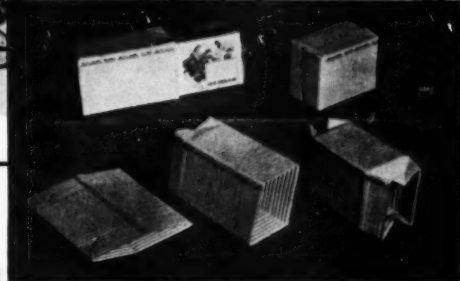


HANKS HANK-PAK

**Keeps ice cream cold and in
Palatable serving condition!**



**WATCH HANKS
FOR THE
NEWEST DEVELOPMENTS
IN INSULATING ICE CREAM**



.... A SURE WAY TO BOOST ICE CREAM SALES

THE ECONOMICAL, PRACTICAL "HANK-PAK" is a "natural" for getting ice cream on the daily shopping list . . . its air-cell construction and full closure provide maximum insulation.

Tested and approved by leading commercial laboratories, the Hank-Pak keeps ice cream in excellent serving condition until the shopping trip is over.

Designed for speedy closure . . . easily adapted to automatic machines such as being developed by the Clybourne Machine Co. of Chicago, and also for over-wrapping on standard type machines. Because of simplicity in design, automatic machines require only a nominal investment and pay off quickly in reduced cost.

Shipped 600 to the case, the Hankins Hank-Pak also assures easy inventory control.

For samples and full information, simply mail the coupon below.

**HANKINS
CONTAINER COMPANY**

3044 West 106 Street, Cleveland 11, Ohio

Please send samples and full information to:—

Company _____

Address _____

Attention of _____



WE HOPE THEY'RE BIG!

They should be big, because 500 million dollars was spent for vanilla ice cream in 1951 . . . because Northville Vanilla can help you to realize your share of the profits from these planned sales. Surveys over the years have positively proven ice cream flavored with vanilla is America's number one choice.

Your mix may require a concentrate or a compound, a pure vanilla or a delicate blend. No matter which, Northville has a Vanilla that'll fill your needs . . . a vanilla that'll give your ice cream the flavor distinction that'll bring you more and more new customers.

See You . . . at the "Dairy Industries Exposition" in Chicago, Sept. 22-27. We'll be at Booth C-45 with headquarters at the Palmer House.

Northville VANILLA

NORTHVILLE LABORATORIES INCORPORATED
NORTHVILLE MICHIGAN

Class	Range in score	Criticism
Excellent	40-45	None
Good	37.5-39.5	Slight flavor defects, such as lacking fine flavor, lacking flavoring, etc.
Fair	35.5-37	Slight undesirable flavors such as unnatural flavoring, slight metallic, old ingredient, etc.
Poor	31-35	Strong undesirable flavors such as oxidized, storage, old ingredient, unnatural flavoring, etc.

Distribution Of Flavor Defects

A percentage distribution of flavor defects in routine commercial ice cream would be invaluable in maintaining a high level of quality of the product. However, such data are scarce. The following, obtained from the official scores of the fifty samples of ice cream used in the Collegiate Students' International Contest in the Judging of Dairy Products from 1947 to 1951, inclusive, furnish some evidence of interest:

Flavor criticism	Percentage occurrence
Cooked	27.94
Lacks fine flavor	20.59*
Old ingredient	16.18
Unnatural flavoring	13.24*
Too high flavor	5.88*
Metallic	2.94
Oxidized	2.94
Storage	2.95
Neutralizer	2.94
Lacks flavoring	2.94*
Unnatural sweetener	1.47
Total	100.00
*Closely associated with added flavoring, total 42.65%	

In examining these data it must be borne in mind that the ice cream samples may have been selected for a specific flavor quality and may not be representative of the run-of-the-freezer ice cream sold throughout the country. Nevertheless, the data furnish some interesting observations. Virtually all samples had a flavor defect although some of them were very slight.

From these data, it will be noted that 57.35 per cent of the defects reported possibly had little or nothing to do with the flavoring itself but seemed to be basically a mix problem involving the constituents, processing or storage. On the other hand, 42.65 per cent might easily have involved the flavoring added. It is interesting to speculate as to the possible cause or causes of some of these flavor defects such as "lacks fine flavor" or "lacks flavoring." Was the vanilla extract withheld from the mix? Was it added in too small quantities? Did some mix constituent mask the delicate vanilla flavor? Or did some mix constituent "absorb" the flavoring and thus tend to block it out from the taste buds? The answers are not available, except in part, which will be suggested later. Also, one may rightly be concerned over the relatively high per-

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centages of the samples criticized as having "unnatural flavoring."

Desired Vanilla Ice Cream Flavor

Ice cream judges look for that perfect blend of flavor which results from the use of good, fresh dairy products, a satisfying amount of sweetener, and a vanilla capable of yielding a delicate "bouquet" flavor. Such ice cream creates a pleasantly sweet, desirable taste sensation which fades away into a most pleasant, satisfying aftertaste. Every experienced judge knows that much ice cream fails to measure up to these flavor standards.

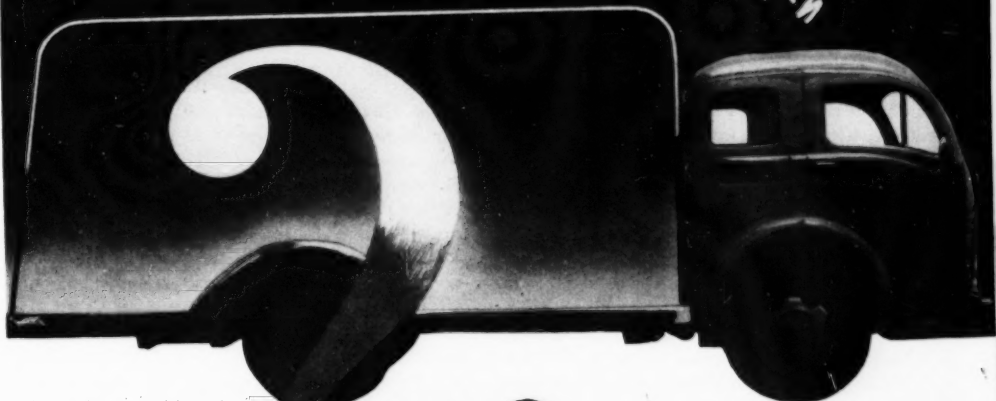
According to Sommer (1935), any deviation from these standards may be attributed to the use of (a) off-flavor dairy products; (b) excessive or deficient sweetener; (c) excessive, deficient or non typical vanilla and (d) to improper blend of flavors.

Turnbow, Tracy and Raffetto (1947) point out that in high-quality vanilla ice cream the milder, delicate flavor of the milk products is slightly overshadowed by the flavor and aroma of the vanilla. They believe that flavoring material should be added only in sufficient quantities to give the ice cream a mild yet noticeable predominance of the desired flavor.

The ice cream critic places the highest flavor score on that vanilla ice cream which possesses fresh ingredient flavors of cream, sugar and true vanilla, so processed and blended that the composite flavor is delicately balanced and no one flavor, with the possible exception of vanilla, stands out above another. If ice cream mixes were made only of those simple basic ingredients, flavor problems as we encounter them today would not exist. However, in modern processing and distributing of ice cream the manufacturer must add stabilizer to prevent excessive iciness and emulsifiers of various sorts to smooth the texture and possibly to make the ice cream more palatable. The percentage of serum solids, too, is increased. Also today sweetening agents, other than refined cane or beet sugar, are used in the ice cream mix. Some of these sugars and/or syrups may contribute to candy-like flavor which formerly were foreign to ice cream. These ingredient changes have come about so gradually that the added flavoring may not have been adjusted accordingly. Consequently, the ice cream may not yield the desired vanilla flavor as that which had previously characterized it.

The products mentioned above are the mix products. The flavoring material used in vanilla ice cream may have changed as well. The ice cream critic tastes for pure Mexican or Bourbon vanilla or a mixture of these highly desirable flavors. The taste of ice cream flavored with the extract from Tahita beans, while pure, does not resemble the fine delicate "bouquet" flavors of the Mexican and Bourbon vanillas. True *vanilla bouquet*

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flavor prevails in the aftertaste as well as being perceived at once with the first taste reaction.

Vanillin and coumarin are frequently used in the guise of natural vanilla, or more frequently to "fortify" true vanilla. Experience shows that the fortifying punch tends to grow stronger and stronger, often replacing entirely the true vanilla character in ice creams. Vanillin flavoring is characterized in taste reaction by a harsh taste, a sharp spiciness and a sudden disappearance of flavoring sensation. To many, vanillin suggests the taste of puddings. Coumarin, on the other hand, lacks this spiciness but imparts an odor resembling that of newly-mown hay. It usually takes a clever masking job to fool the experienced ice cream judge with synthetic vanilla flavoring. However, the critic may not be infallible to error in judgment.

Mix Defects

The general mix constituents are criticized perhaps more frequently than either the flavoring or the sweetener. Criticisms may be mild ones calling attention only to tastes which are present but which do not necessarily impair the good ice cream flavor. Such flavors as "slight cooked" and "slight egg" are in that category. When these flavors are present to an intense degree,

the ice cream is usually scored down slightly. Thus, ice cream which has a mild egg flavor might well score 39.5, while a pronounced egg flavor would merit a score of 37.

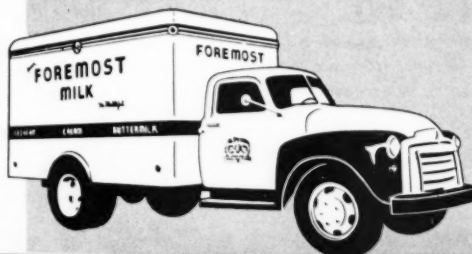
One of the more objectionable flavors observed in ice cream is that of "old ingredient." No specific mix ingredient may be detected as the one being responsible for the off flavor. In most instances dry milk solids, powdered egg or stored butterfat products are likely to blame. The "old ingredient" flavors in ice cream yield a persistent, unpleasant taste which is most noticeable in the taste remaining after expectorating the sample. Judges refer to this taste as an "after taste." The numerical score for mildly "old ingredient" flavor criticism begins at 37.5 and lowers to 33 points for strong "old ingredient" flavor.

A mix should have a certain "balance" of ingredients for finest flavor. The critic could not be expected, by tasting and judging skill, to state definitely that an "unbalanced" mix is too high or too low in serum solids, in fat content or in stabilizer. But usually the judge can detect that the flavor does not measure up to his mental standard for A-1 ice cream. The score card provides a catch-all criticism for such cases, namely, "lacks fine flavor." While that criticism could apply

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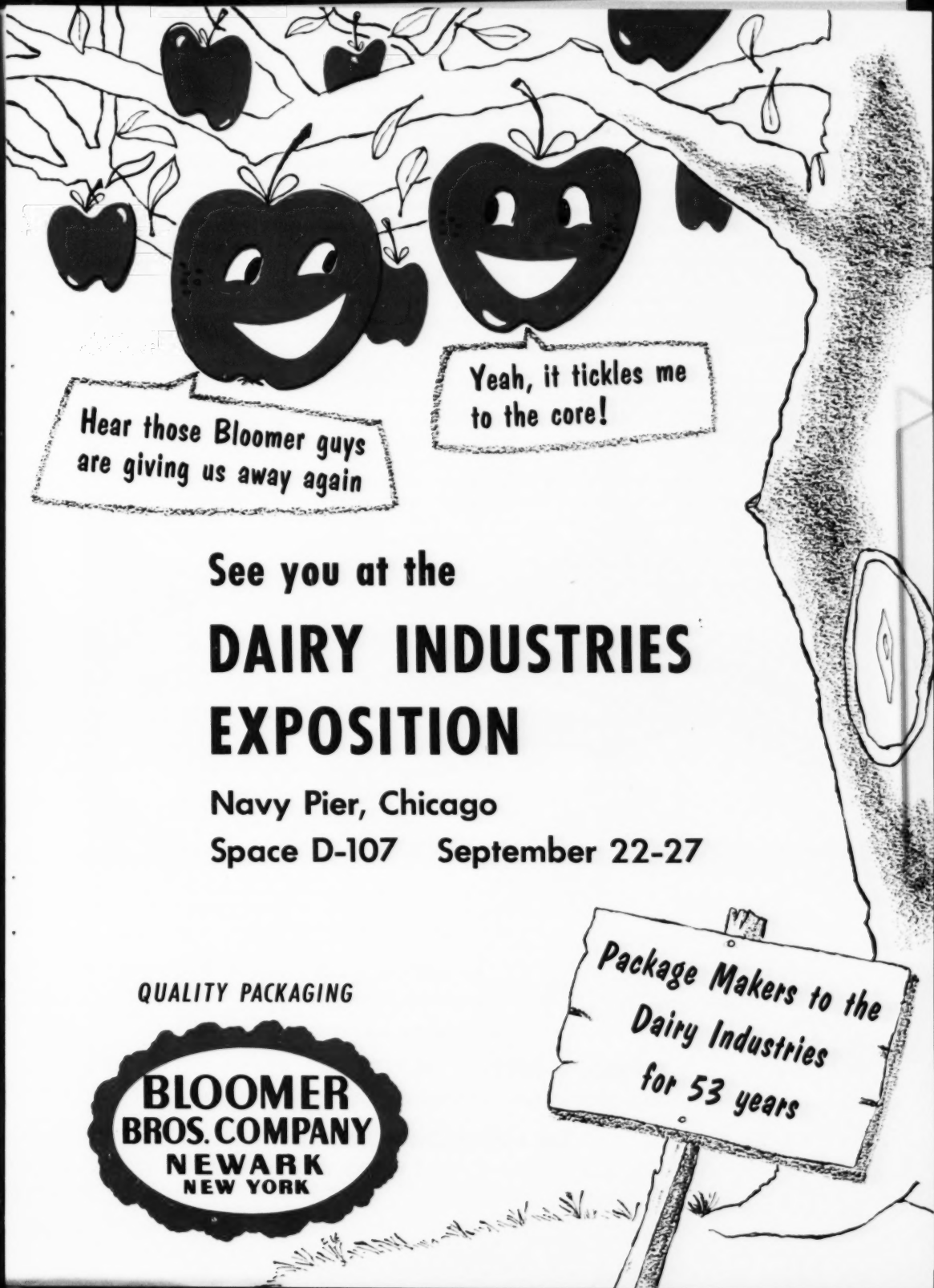
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CODE NO.	DESCRIPTION	SIZE	DECALS PER UNIT	WHERE APPLIED
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F-6	DRINK	3" x 11"	3	Sides and Rear
F-7	IT'S HEALTHFUL	4 1/4" x 19"	3	Sides and Rear
F-8	CREAM	3" x 14 1/2"	2	Sides
F-9	BUTTERMILK	3" x 25"	3	Sides and Rear
F-10	ICE CREAM	3" x 22 1/4"	3	Sides and Rear
F-11	FRIENDLY "F"	6" Diameter	2	Sides
F-14	TRIPLE GOODNESS	12 x 15"	2	Cab Doors
F-15	FRIENDLY "F"	14" Diameter	1	Rear Door
F-16	FOREMOST	8 x 81"	2	Sides
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to the vanilla flavoring, it is mostly used with reference to "mix" ingredients outside of flavoring. Because the defects are of minor consequence the scoring range for "lacks fine flavor" is narrow and high, with 37.5 given for "strong" and 39.5 given for "slight" when lacking fine flavor. The criticism is, as a rule, detected by the absence of "clean-up" in the mouth after sampling, or as the critic calls it, the after taste.

Age defects in ice cream show up by chemical changes that affect mostly, if not entirely, the milk solids ingredients. The differences in degree of change are noted by the criticisms, "lacks freshness," "metallic" and "oxidized." These are among the most disagreeable flavors encountered and are avoidable with plant operation practices that supervise selection and processing of ingredients. Above all metallic salts of copper and iron should be eliminated. Freshness in all milk products used in the mix is important in making ice cream with lasting "quality life." Flavors suggesting age of ingredients from which the mix is made, or age through chemical change after freezing, frequently show up more pronouncedly in ice cream flavored with good vanilla than when vanillin or coumarin are used. It is not inconceivable that ice cream manufacturers aware of this and that makers of

low-quality ice cream from the viewpoint of mix flavor more often than not use imitation vanilla as a cover-up.

Vanilla-Carrying Ability Of Mixes

During routine scoring of ice cream samples brought to the laboratory, some interesting observations have been noted by the authors with reference to the differences which appear to exist in ice cream mixes in their abilities to carry vanilla flavor. Some mixes seem to be flavored very readily, while other mixes apparently require much more flavoring than the easily-flavored mix. There may be a number of reasons behind this. Certainly, the problem is one that deserves a thorough research approach. In the meantime it is well to consider some of the mix conditions which appear to lessen the intensity of vanilla flavoring. These conditions seem to be closely associated with (a) high total solids and high-heat treatment and with (b) emulsifying agents.

1. *High total solids and high-heat treatment.* For a number of years much effort has been spent toward increasing the total solids content of ice cream without proportionally increasing the butterfat content. The ice cream total solids has been increased from thirty-eight per cent to forty per cent or more. Serum solids have been increased from ten per cent to twelve per cent. Likewise, corn sugar has been used to increase the

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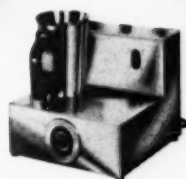
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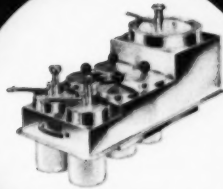
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sugar content. Generally, ice cream manufacturers are aware that with increased serum solids the ice cream becomes slightly salty and harsh flavored. Also, high serum solids and high-heat treatment during mix making gives ice cream a high-condensed high-cooked flavor. Consequently, these off-flavors in finished ice cream are criticized by some judges as possessing "mix" taste. Seemingly, insufficient flavoring was added to balance the mix flavors brought about by using the added solids and processing high temperatures. As a result manufacturers often begin to examine their vanilla. It is not inconceivable that, unfortunately, they are tempted to use imitation fortifying flavors.

2. *Emulsifying agents.* A smooth, dry, not-so-cold ice cream is desired by manufacturers. A number of emulsifying agents, dried egg yolk as well as numerous synthetics, have been used toward this goal. Emulsifying agents, whether from egg yolk or from synthetics, appear to lower the intensity of vanilla flavoring used in ice cream. The exact mechanism of this seemingly reduction in intensity of added vanilla needs to be explored.

Stability Of Vanilla Flavoring

When ice cream is criticized for having a specific flavor which the manufacturer feels should have been taken care of by the added vanilla, he may wonder naturally as to the stability of vanilla under the conditions of his ice cream. Research studies on the stability of flavor in ice cream are limited. In his extensive review on common defects in ice cream, listing 155 references, Lucas (1941) made no reference to instability of vanilla. However, he did report many studies made on *old ingredient, oxidized, metallic, stale and tallowy* flavors which have been the bane of ice cream manufacturers and which upon development in storage rob the ice cream of its original delicate, bouquet vanilla flavor. Earlier, Lucas and Merrill (1929) showed conclusively that vanilla flavors do not freeze out of ice cream. In fact eight-hour aeration of the vanilla extract, by passing a stream of air through the extract at 32°F. failed to lessen the flavor intensity perceptibly when the aspirated extract was used in ice cream. Likewise, they were unable to lower the intensity of the vanilla flavor by heat shocking the ice cream. Thus, they concluded that "vanilla used in any of its liquid forms in ice cream is very stable and shows no tendency to disappear from ice cream during its cold storage period."

One study cited by Turnbow, Tracy, and Raffetto (1947) indicated that vanilla flavor in ice cream might be reduced by action of certain bacteria. This hardly seems plausible since the work of Ellenberger (1919), later substantiated by others, showed there was no radical change in the total number of bacteria in ice cream during storage. Thus, evidence points to the fact that once the vanilla is "fixed" in a certain ice

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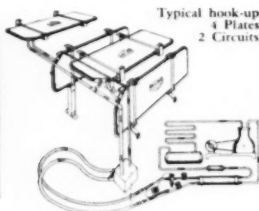
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cream mix, its intensity remains. The question arises, and it is pure speculation, "Are not variations in the percentage constituents of the mix responsible, in large part, for a lowering of the intensity of vanilla flavor?" If that is the case, then should not every change made in the constituents of the mix, small as they may be, require a compensation in the amount of flavor added? Certainly for the sake of uniformity in intensity of vanilla flavor in the finished product, adjustment of the amount of added flavoring should be made. Fouts and Freeman (1948) conclude that uniformity is very important in the manufacture of vanilla ice cream.


Space does not permit a survey of the literature dealing with the effects of added increments on the flavor of ice cream. The suggestion, frequently noted, as one glance through research publications, is that when some additives to the mix become too high a flat flavor results. This is an indication that such mixes are "unbalanced" so far as vanilla is concerned.

Soon, the ice cream clinic season will be at hand. The ice cream manufacturer should take advantage of the opportunity of the clinic, thus securing an unbiased evaluation of the ice cream by an experienced judge. Then, he should interpret the flavor criticisms correctly so as to improve the ice cream, if possible. In this connection, a warning might well be given the ice cream manufacturer: Before you place the blame for unfavorable flavor criticism of your ice cream onto some flavor specialist you should consider the make up of the ice cream mix itself. You might find, to your amazement, that your own mix is at fault—that some constituents are stealing the "taste-bud" show. You might learn that some interloper, copper for example, is lurking therein to rob the butterfat of its virgin goodness. In fact, it is not beyond the realm of possibility that you might discover that some apparently, innocent, useful, desirable constituent is "gobbling up" your choice, delicate vanilla flavor leaving none but the bare mix flavor for your paying customers.

And lastly, the ice cream manufacturer must realize that the judges may be relied upon to keep these high objectives in mind at all times. Their attitude is unbiased and their standards of quality are high.

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Consumer Sherbet Study

DURING the past year, as a result of interest in standards for the flavoring of sherbets, the Committee on Definition and Standards of the International Association of Ice Cream Manufacturers proposed a standard for fruit sherbet which would require that: (a) citrus sherbets contain not less than two per cent juice, and, in addition, may contain a portion of the oil derived from the peel in preparation of the fruit juice; (b) berry sherbets contain not less than six per cent fruit; (c) all other fruit sherbets contain not less than ten per cent of fruit; (d) fruit sherbet may contain natural or artificial flavors.

In connection with this proposal it was thought desirable to determine the consumer acceptability and preference for sherbets flavored in accordance with the recommended amounts and types of fruit products. As a result, a consumer preference study was conducted and this paper presents the information obtained therefrom.

Specifically, the objectives of this consumer preference study were: (a) to determine the ability of the average consumer to identify the flavor of the sherbet when the flavor was the result (1) of pure fruit juice or fruit, (2) of pure fruit extract or emulsion, (3)

of imitation fruit flavoring; (b) to determine the preference of trained and untrained persons for sherbets made with different flavoring materials.

Procedure

A base mix of the following composition was formulated: 1.65 per cent butter fat, 2.2 per cent milk serum solids, 25.3 per cent cane sugar, 7.7 per cent corn sugar, and 0.61 per cent pectin. On dilution with the fruits or juice and/or water, the formula became 1.5 per cent butter fat, 2.0 per cent milk serum solids, 23.0 per cent cane sugar, 7 per cent corn sugar and 0.55 per cent pectin.

The liquid ingredients were mixed and heated to 175°F., the sugars added, and the mix homogenized at 500-700 p.s.i., cooled to below 40°F. and held overnight.

The three flavors selected to represent the various classes of sherbets in the proposed standards were orange, raspberry, and pineapple. Three lots were prepared from each as follows:

Orange Sherbet: California Valencia oranges were used for the juice. Juice was obtained by reaming on an electrically driven reamer, and by means of a Tuttle Press so set as to include an appreciable portion of the peel oil in the juice.

Three mixes were prepared. Lot 1 contained 6 per cent reamed orange juice, Lot 2 contained 2 per cent Tuttle-press orange juice, and Lot 3 contained 2 per cent reamed orange juice and two ounces of a commercially prepared orange oil emulsion per five gallons sherbet mix. All three mixes were adjusted to 0.7 per cent titratable acidity with a fifty per cent solution of citric acid. The color of the three mixes was standardized to similar shades of a typical orange color.

Raspberry sherbet: Seedless, uncolored, and unforti-

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fied raspberry puree was used as the source of fruit. A true fruit concentrate of raspberry and an imitation raspberry flavor were utilized as needed.

Three raspberry sherbet mixes were prepared. Lot 1 contained 6 per cent raspberry puree, Lot 2 contained 6 per cent raspberry puree plus two ounces of raspberry true fruit concentrate per five gallons of sherbet mix, Lot 3 contained 6 per cent raspberry puree plus three ounces of imitation raspberry flavoring per five gallons of sherbet mix. All three mixes were adjusted to a titratable acidity of 0.7 per cent and the color was standardized to a similar typical raspberry shade.

Pineapple sherbet: Unsweetened canned pineapple which has been heat processed served as the source of fruit. Where needed, a true fruit concentrate of pineapple or imitation pineapple flavoring was used.

Three mixes were prepared. Lot 1 contained 10 per cent pineapple fruit, Lot 2 contained 10 per cent pineapple fruit plus two ounces of pineapple true fruit concentrate per five gallons of sherbet mix, Lot 3 contained 10 per cent pineapple fruit plus three ounces of an imitation pineapple flavoring per five gallons of sherbet mix. The titratable acidity of these pineapple sherbets was adjusted to 0.8 per cent and a slight amount of certified yellow food color was added to standardize all lots to the same color.

Freezing: The freezing was accomplished in a five-gallon batch freezer. The overrun of the sherbets was standardized to 40 per cent.

Taste Testing Procedure: Two different taste panels were used: One was designated as the "technical panel" and the other was designated as the "consumer panel." The technical panel consisted of seven persons who were considered competent judges of sherbet flavors and who were completely uninformed regarding the purpose of the survey.

The consumer panel consisted of student nurses, home economic students, dietetic interns, veterinary students, horticultural product students, biochemists, and various miscellaneous groups available on the university campus. On the consumer panel, 137 persons participated in the orange sherbet study, 124 persons in the raspberry sherbet study and 115 persons tasted the pineapple sherbets. The persons used for one series were not necessarily used in the other series. The prime requisite for this group was a complete ignorance of the aims and purpose of the survey.

Three sherbets of one flavor were placed before the taster, with three spoons, and a questionnaire. The persons and samples were so arranged that communications between persons was avoided. The samples were coded so that no two tasters had the sherbets arranged in the same order nor with the same code numbers.

Every feasible precaution was taken to insure that the opinions of each person were his own and that

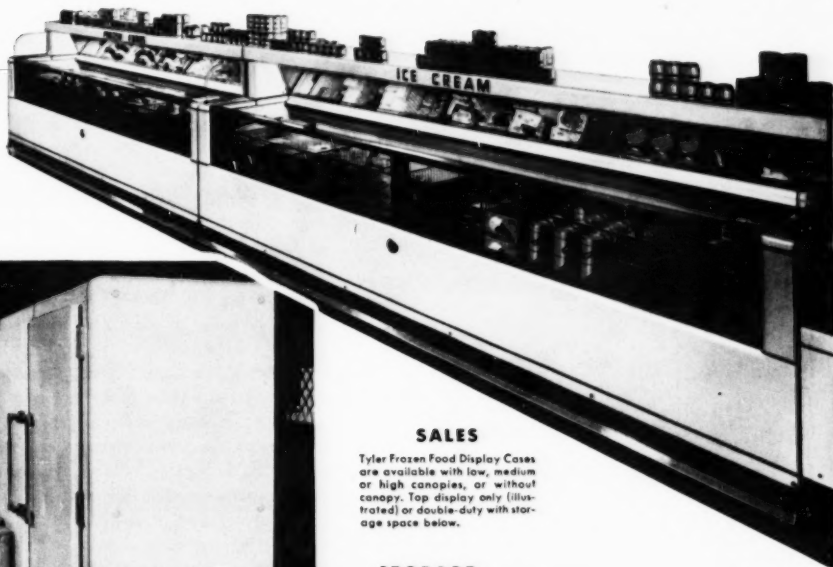
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distracting influences were kept to a minimum. Talking was prohibited during the tasting.

Although the consumer panel was drawn from the student body of the university campus, it should not be concluded that the sampling was from a limited geographical area. Included in this panel were persons from New York, Minnesota, Florida, Kansas, and many localities from outside the State of Ohio.

The questionnaire was worded simply and the taster was asked to: (a) identify or name the flavor of the sherbet; (b) state his or her preference by code number; (c) sign his or her name.

Results

Identification Of Flavors: The first objective was to determine whether or not the flavor of the different sherbets could be recognized accurately by the members of the panels. From the technical panel standpoint, all of the members identified accurately the flavor of each sherbet. This indicated that the intended flavor had been imparted to the sherbets. However, from the consumer panel standpoint, some of the flavors were not accurately designated by the judges.

Results in this table reveal that the method of flavoring the sherbets had a marked effect on their recognition by members of the consumer panel. This

is shown most vividly in the case of the orange sherbet series. In this series seventy-four persons or fifty-four per cent of the consumer panel failed to identify properly the sherbet prepared with the reamed orange juice. In contrast, eighty-six per cent and eighty per cent of the consumer panel recognized the sherbet flavored with the Tuttle-press orange juice and the reamed orange juice fortified with the emulsion, respectively.

In general, both the raspberry and pineapple sherbets were more accurately identified by members of the consumer panel than was the orange sherbet, although there are some exceptions. Although eighty per cent of the 124 members of the panel accurately identified the sherbet as "raspberry" when it contained the puree alone, a higher recognition was obtained when the puree was fortified with true raspberry concentrate. The fortification of the raspberry puree with the imitation flavoring resulted in a decrease in the percentage of accurate identifications with twenty-nine per cent of the consumer panel failing to identify properly this sherbet as "raspberry."

From eighty-seven to ninety-five per cent of the consumer panel identified the three pineapple sherbets accurately. The high level of recognition of the pineapple sherbets may be due to the uniquely characteristic flavor of the pineapple and the fact that fruit particles were present in each of the sherbets. The most accurate identification of any of the sherbets, regardless of flavor, resulted for the sherbet which contained 10 per cent crushed pineapple.

Preference For Sherbets Within Each Series: The second objective of the survey was determined whether or not the members of the consumer and technical panels would indicate a preference for one particular sherbet within a series because of its flavoring material. Therefore the data was analyzed with this in mind.

None of the seven members of the technical panel preferred the orange sherbet with the reamed juice, whereas they were equally divided in preference for the orange sherbet prepared with the Tuttle-press juice and the reamed juice plus the emulsion. In the raspberry and pineapple series, the technical panel exhibited about equal preference for the sherbets made with the puree or fruit alone or fortified with true fruit concentrate. Essentially none preferred the sherbets containing the imitation flavors.

Relative to the consumer panel preferences, it became apparent that the records for all of the members of the consumer panel could not be considered in this connection, but only those in which the members of the consumer panel accurately identified or recognized the intended flavor of the sherbets. In other words, if a consumer did not recognize the orange flavored sherbet as "orange" but indicated the flavor to be "lemon,"





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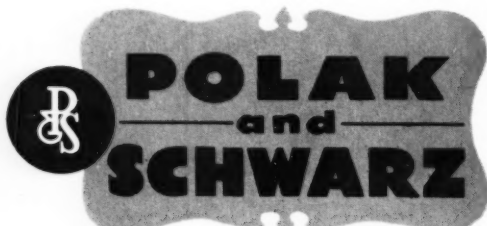
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then his record would be of no value in indicating the preference among the orange samples. On this basis, of the 137 members of the consumer panel who examined the orange sherbets, fifty-seven identified all three as orange; of the 124 panel members who examined the raspberry sherbets, seventy-one identified all three correctly; and of the 115 persons who examined the pineapple sherbets, ninety-five recognized all three sherbets properly.

Therefore, preference data were tabulated for those members of the consumer panel who recognized the flavors correctly in the various series.

In the orange sherbet series the preference results agree rather closely with the data on recognition of flavors and on the preference of the technical panel. For example, poor acceptance is registered for the reamed orange juice sherbet, with only ten of the fifty-seven panel members preferring this sherbet. More than one-half (51 per cent) of the panel members rated this sherbet as the poorest of the orange sherbets. In contrast (and also in agreement with the observations on recognition) the sherbet made with the Tuttlepress orange juice was preferred by the largest number of the consumers (45.5 per cent), and, also, the sherbet made with the reamed juice plus the emulsion was accorded good acceptance. The data indicate that a definite intensity of flavor is necessary in orange sherbet, not only to permit its recognition but to result in its wholehearted acceptance.

The data obtained on the raspberry series reveal the desirability of fortifying the raspberry puree with flavoring material in order to achieve greater acceptance. The sherbet flavored with the puree alone was somewhat less acceptable than were the sherbets in which the puree was supplemented with either true fruit concentrate or with an imitation flavoring. Furthermore, a larger number of consumers (46.5 per cent) preferred the product containing the imitation flavoring than either of the other two sherbets in this series. This is in direct contrast to the results of the technical panel wherein none indicated a preference for the sherbet with the imitation flavoring. The data for the consumer panel indicate, in general, less differentiation between the three raspberry sherbets than existed in the case of the orange sherbets.

The consumer panel preference results for the pineapple sherbets do not reveal a marked preference for any one of the three sherbets, although slight preference is indicated for the pineapple sherbet flavored with fruit alone. Also, there was a general lack of preference for the sherbet containing the imitation flavoring in that forty-three per cent of the consumers rated this as the least desirable. These consumer data agree rather closely with the data from the technical panel.

Variety Of Flavors Designated: It is recognized that individuals vary widely in their ability to discern

and identify certain flavors. Also, a particular flavor may produce an entirely different response in one individual than in another. In this study, an opportunity was afforded the members of the consumer panel to indicate the particular flavor which they thought the sherbets possessed. Consequently, a wide designation of flavors was indicated by the consumer panel members for certain of the samples.

Although detailed data are not presented for each sherbet of a series, the results reveal that a wide variety of flavors was indicated by the consumer panel members for the sherbets. The data indicate that those sherbets which were the least accurately identified as to flavor were the ones which were assigned the largest variety of miscellaneous flavors. For example, the sherbet made with the six per cent reamed orange juice, which was, as indicated previously, rather poorly identified, was assigned flavors representing almost the entire field of possible fruit flavors. Of the three groups of sherbets, it appeared that the widest variety of flavors was assigned to the members of the orange series.

In the case of the raspberry and pineapple sherbets, the use of imitation flavoring resulted in a wider variety of designations than was given for the other members of the series.

Of all the judgments made on the orange sherbets, the most frequently designated incorrect flavors were lemon, peach, and pineapple. In the case of the raspberry series, the most frequently designated flavors other than raspberry were strawberry and cherry. There was less mistaken identity in the case of the pineapple series than for the other two flavors.

Those sherbets which were not well identified by the panel were those in which the greatest number of judges were unable to, or did not wish to, identify the flavors. For example, sixteen persons did not identify the flavor of the sherbet containing the six per cent raspberry puree.

Summary and Conclusions

Orange, raspberry, and pineapple sherbets were prepared. Each type of sherbet was flavored by using different flavoring materials. Technical and consumer panels were asked to identify the sherbets and to indicate preferences. The technical panel consisted of seven men well trained in evaluating quality of sherbets, and the consumer panel consisted of 137 persons for the orange series, 124 for the raspberry series, and 115 persons for the pineapple series.

All of the technical panel members identified the flavor of the sherbets correctly. In the case of the fruit sherbets, this group preferred those which were flavored with fruit alone or with the fruit and true fruit concentrate. For the orange sherbets, this panel exhibited an unanimous preference for those in which the flavor was intensified by the presence of peel oil or emulsion.

On the basis of the consumer panel results, it appears that the type of flavoring material used was an im-

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portant factor in determining whether or not the consumers were able to identify the flavor of the sherbet.

Intensification or fortification of the basic flavoring materials used in the sherbets, in general, yielded more accurate identification of the flavors, although certain exceptions occurred.

The results indicate that the use of the reamed orange juice alone yielded a flavor which was not accurately identified by many consumers, and which was not usually preferred by those who did identify the flavor as "orange." Fortification of the reamed orange juice with orange oil emulsion or with orange juice prepared by a method which removed some of the orange-peel oil along with the juice, increased the ease of identification of the sherbets as "orange," and also produced sherbets which were more generally preferred by the customers.

Consumer panel results indicate that the fruit sherbets, i.e., the raspberry and pineapple, were improved by the addition of either true fruit concentrate or imitation flavoring. The imitation raspberry flavoring, when used to fortify the puree, tended to decrease the accuracy of identification of the flavors. However, for those consumers who recognized the raspberry flavor, the imitation flavoring appeared to be as well accepted by the consumers for fortification as the true fruit con-

centrate. In the case of the pineapple sherbets, the supplementation of the pineapple fruit with true fruit concentrate resulted in a sherbet which was preferred to a somewhat greater extent by the consumers than a sherbet to which imitation flavoring had been added.

The pineapple sherbet was generally more easily identified by the consumers than the orange and raspberry sherbets, probably due to the presence of particles of fruit.

The results, in general, do indicate that the recommendations which were made by the Committee on Standards of the International Association of Ice Cream Manufacturers for minimum standards for flavoring sherbets are sound and reasonable. The use of proper combinations and concentrations of flavoring materials will result in the production of sherbets with flavors which would be clearly identified and definitely preferred by the majority of consumers.

ACKNOWLEDGMENTS

Article No. 4-52, The Department of Dairy Technology, Institute of Nutrition and Food Technology, The Ohio State University. Financed partially by the International Association of Ice Cream Manufacturers and by the Ohio Dairy Products Research Fund.

The study was undertaken at the suggestion of the Committee on Definitions and Standards of the International Association of Ice Cream Manufacturers. Credit is also given to O. E. Ross of the National Pectin Products Company who assisted with the preparation of the sherbets.

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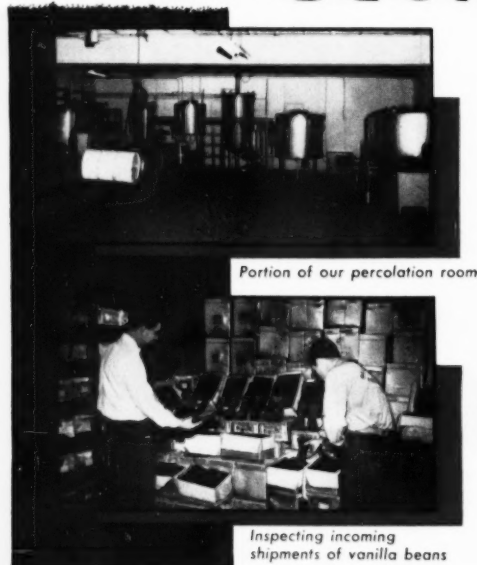


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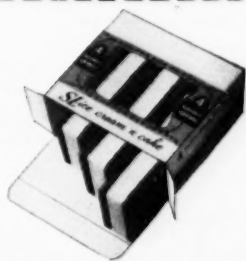
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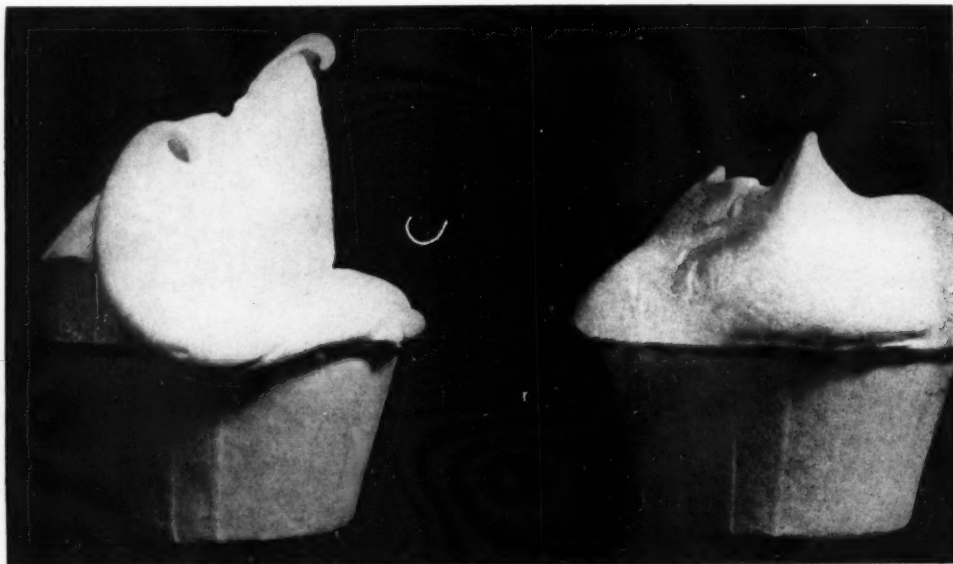


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EFFECT OF calcium sulfate on the appearance of ice cream is illustrated above. The product at the left contains 0.12 per cent

calcium sulfate while the ice cream at the right contains no calcium sulfate.

Calcium Sulfate In Ice Cream

THE ice cream industry has shown considerable interest in a product that can be used to make a dry, stiff ice cream. A finished ice cream possessing these characteristics is highly desirable in articles such as cake rolls, ice cream sandwiches, novelties and other products that require special handling.

Experimental work has been conducted to determine the effects of using various amounts of calcium sulfate in the ice cream mix on the physical and chemical properties of the mix and the finished ice cream.

Composition Of Mixes. The composition of the

mixes was 12 per cent butterfat, 11 per cent milk solids-not-fat, 15 per cent sugar, plus varying amounts of different stabilizers. Sources of mix ingredients were milk—4 per cent fat, cream—40 per cent, non fat dry milk solids and cane sugar.

Processing Mixes. The mixes were prepared in 180 pound quantities and pasteurized at 160°F. for thirty minutes in a thirty-gallon pasteurizing vat. All mixes were homogenized at pasteurization temperatures by a two stage homogenizer at 500 pounds on the second stage and 2,000 pounds on the first stage. The mixes were cooled on a direct expansion surface cooler.

Properties Of The Mixes. The viscosity of the mix was determined after cooling the mix and again after twenty-four hours, using the Borden flow meter at 15°C. (59°F.). The acidity was determined by titration with N/10 NaOH using phenolphthalein as an indicator. The pH values were determined by the use of an industrial model Beckman pH meter.

Freezing Data. All of the samples used in this study

BY PROFESSOR W. S. ARBUCKLE
University of Maryland
College Park, Maryland

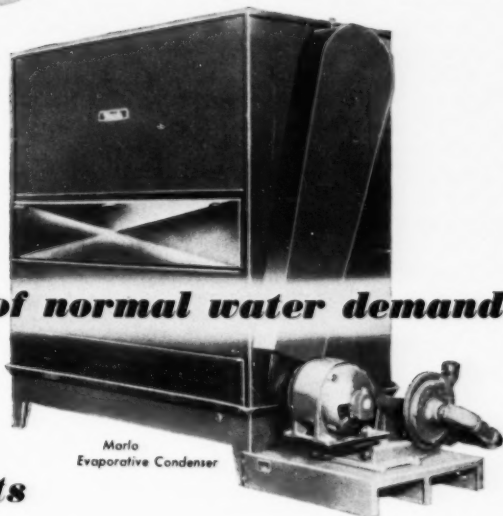
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were drawn at 90 per cent overrun. Freezing was done in a forty quart batch freezer.

The mixes studied in this investigation were divided into four series. The composition of the basic mix was the same in each series except for the stabilizer used. A different stabilizing material was used in each series, with the exception of Series 4 where an emulsifier was added. The mixes within the series varied only in the amount of calcium sulfate used.

The Draw-rite reading and temperature were used to determine the time to turn off the ammonia. Draw-rite readings, overrun and temperature of each batch were recorded at one minute intervals until the desired overrun was reached.

Scoring The Ice Cream. The finished ice cream was scored by a group of three people for flavor, body and texture of the hardened ice cream. These observations were made without knowing the identity of the samples. All samples of ice cream were observed two to three days after they had been frozen. The standard collegiate ice cream score card was used.

Observations regarding meltdown and relative stiffness and dryness were determined by allowing a pint sample of ice cream to melt sixty minutes at 80° F. and by examining the characteristics of the ice cream as drawn from the freezer.

As for the physical and chemical properties of the mixes, the titratable acidity and viscosity were slightly increased and the pH values somewhat decreased when calcium sulfate was used in the mix. The effect of calcium sulfate on mix viscosity varied with the type of stabilizer used in the mix. The highest viscosity values were encountered when gelatin, or emulsifier was used, and the least effect on viscosity was registered when a sodium alginate type stabilizer was used. Excessive mix viscosity was encountered when calcium sulfate was used in amounts greater than 0.16 per cent.

There was a slight variable effect of calcium sulfate on the surface tension value.

The addition of calcium sulfate to the mix had little effect on the whipping time except when excessive quantities were used. One could explain the more pronounced effect of calcium sulfate when gelatin is used as a stabilizer by theorizing that it is largely due to the action of the calcium ion upon the protein molecule.

As for the effects of calcium sulfate on the properties of the ice cream studied, in all cases the addition of 0.08 to 0.20 per cent produced a dry, stiff ice cream. The degree of dryness and stiffness increased as the amount of calcium sulfate increased. Calcium sulfate affected the flavor only when 0.16 per cent or more was



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used. In those cases, the samples were considered to have a salty flavor.

The body and texture scores revealed that the use of calcium sulfate had little effect on the body and texture.

The use of calcium sulfate greatly reduced the rate of melting. This effect was roughly proportional to the amount of calcium sulfate used.

Emulsifiers have been relied upon by many ice cream manufacturers to obtain a dry, stiff product. It may be concluded from the above results that the use of

calcium sulfate produces at least as dry, stiff ice cream as does an emulsifier. However, incorporation of proper quantities of calcium sulfate in a mix has little, or no effect on whipping properties, while on the other hand, the use of emulsifiers definitely promotes whipability.

ACKNOWLEDGMENT

The study on which this article is based was conducted under a grant made to the University of Maryland Department of Dairy Husbandry by Stein, Hall and Company. The use of calcium sulfate in ice cream is registered under U.S. Patent No. 2,103,411. The article is Maryland Agriculture Experiment Station Miscellaneous Publication Number 142, Contribution Number 2384.



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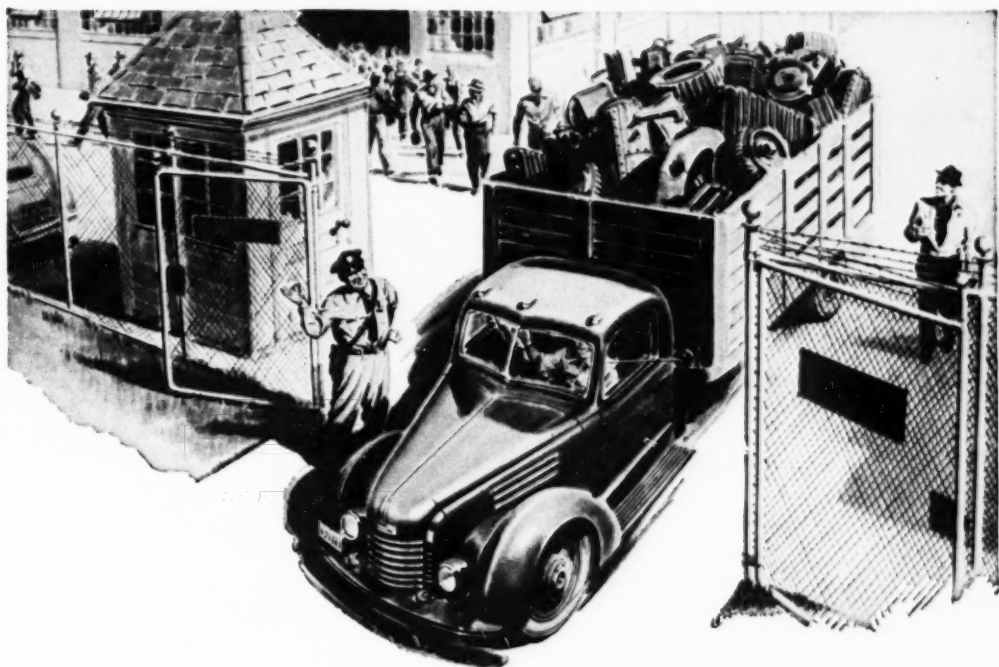
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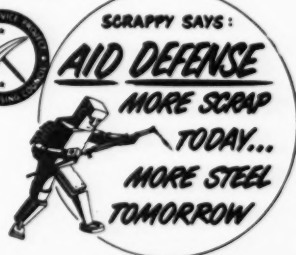
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Ice Cream Shrinkage

ONE of the major goals of the ice cream industry has been to produce a smooth-textured product.

As is often the case, the achievement of a goal sometimes results in problems which tend to counteract some of the advantages gained. Shrinkage of ice cream is an example of such a condition.

The term *shrinkage*, as used in this paper, refers to the loss of volume which occurs in ice cream before any part of the product has been removed from the container.

Tracy was the first researcher to publicly recognize shrinkage of ice cream. In 1924, he reported that certain "improvers" in ice cream caused shrinkage to occur. His work was later verified by Isenberg and Bear.

Cole originated the method of inducing artificial shrinkage of ice cream by submitting samples to vacuum treatment. Modifications of this method have been used by most of the recent investigators.

Tracy, Hoskisson, and Weinreich published the results of the first comprehensive study of factors that affected shrinkage. They also advanced certain theories and explanations as to how the various factors caused the defect.

Dahle *et al.* have published several articles dealing with the shrinkage problem. In general, they believed

that shrinkage is fundamentally a problem of protein stability of the mixes. They also believe that the ice cream-container bound is an important factor in the problem.

Conflicting results have been reported concerning the importance of mix acidity; increasing amounts and various sources of milk fat, milk solids-not-fat, sweetening agents, and stabilizers upon the shrinkage problem. Likewise, there has been considerable disagreement concerning the importance of dry ice, container linings, types of storage cartons, and the effect of protein stability upon shrinkage of ice cream.

Although some investigators believe that the surface tension of mixes might be an important factor in shrinkage, only Tarassuk and Hutton have presented limited data to substantiate the belief.

Practically nothing has been reported concerning the effects of fatty acids, surface active agents, and the major components of mixes upon their surface active properties when used in mixes.

The information reported in this paper represents partial results of a study that has been in progress since 1948. More than 200 mixes were prepared and frozen. More than 2000 samples of ice cream were submitted to various methods of shrinkage. To report all of the data in a paper of this type would be prohibitive therefore only a summarization of the results are given.

BY PROFESSOR JOHN J. SHEURING

University of Georgia
Athens, Georgia

General Procedures

The following general procedures were used in this investigation: (a) mixes were prepared from fresh cream, plain condensed skim milk, sugar and stabilizer except for specific mixes when variables were necessary; (b) all pasteurizing, homogenizing, freezing and storage conditions were standardized; and, (c) shrink-

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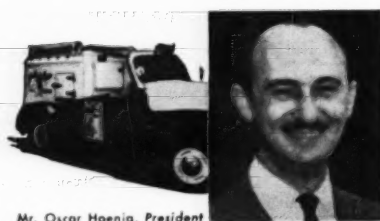
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Our Ice Cream perfect at all times

Excerpts from Mr. Hoenig's letter

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age was artificially induced by the application of twenty pounds per square inch gauge pressure for thirty minutes at -15° F. for most samples.

Mixes were tested for titratable acidity; pH, using a Beckman Model M potentiometer; percent of fat and total solids; protein stability, using a modification of the method described by Doan; specific gravity, using a Westphal balance; viscosity, using a Hoeppler viscosimeter; microscopical examination of the size and number of fat globules; and, surface tension, using the method described by DuNouy.

Ice cream samples were tested for air cell size using a modification of the method described by Blanton. Shrinkage was measured by using ice water to fill the voids in the ice cream containers.

All of the data were analyzed statistically if possible.

Discussion Of Results

Methods Of Inducing Shrinkage. If reliable data are to be obtained in a study of this type the methods of inducing shrinkage in ice cream must be used that will give results that can be duplicated.

Four series of twenty-five samples of ice cream were subjected to the following methods of inducing shrinkage: (a) a vacuum of twenty-five inches of mercury for thirty minutes at -15° F. was applied to series one; (b) air pressure of twenty pounds per square inch was applied to series two for a period of thirty minutes at -15° F.; (c) samples in series three were subjected to continuous shaking for thirty minutes at -15° F.; and (d) samples in series four developed natural shrinkage during storage for six months in an ice cream cabinet at -5° F. $\pm 2^{\circ}$ F. The amount of pressure used in series two was the result of a group of preliminary experiments in which various pressures were used. The above pressure gave results that could be more consistently duplicated.

An analysis of the data showed the following: (a) inducing shrinkage in ice cream by mechanical shaking at constant temperatures results in practically no shrinkage; (b) the pressure method of inducing shrinkage gives results that are more reliably duplicated than the other methods used in this study; and, (c) at least three samples of ice cream should be submitted to the pressure treatment in order to secure significant results.

Effect Of Homogenization Pressures. Using twenty combinations of homogenization pressures, ranging from no pressure up to 4000 pounds per square inch, indicated that varying the pressures did not significantly affect shrinkage of ice cream as long as normal methods of homogenization were used. Ice cream that was made from homogenized mixes developed slightly more shrinkage than similar samples prepared from unhomogenized mixes.

Effect Of Types Of Storage Containers. Ice cream samples that contained 80, 100 and 120 per cent overrun were stored in paper cartons, unsealed tin cans and sealed tin cans. Part of the samples were sub-

jected to the vacuum treatment while others were subjected to air pressure. Ice cream that was in the paper cartons always shrank more than comparable samples stored in unsealed tin cans. Ice cream stored in sealed tin cans seldom shrank.

Effect Of Milk Fat. Common sources of milk fat in ice cream are fresh sweet cream, frozen cream and unsalted butter.

A series of experiments was used in an effort to determine the effects of the following factors upon shrinkage of ice cream: (a) increasing the percentage of milk fat in the mixes; (b) increasing the concentration of milk fat in the water portion of the mixes while keeping the concentrations in water of the other solids constant; (c) the size, number and amount of clumping of the fat globules; and, (d) the effects of milk fat secured from the Holstein and Jersey Breeds.

The data indicated that increasing the amount of milk fat in ice cream mix lowers the surface tension and results in greater shrinkage of ice cream. Whether the milk ingredients come from Jersey or Holstein cows is insignificant in causing the shrinkage defect.

A statistical analysis of the composite data indicated a significant correlation between the decrease in surface tension of the mixes before freezing and the amount of shrinkage development in ice cream.

The data indicated that the surface tension of mixes increases after freezing and subsequent melting. Also, fat clumping and protein destabilization occur when mixes are frozen and subsequently melted.

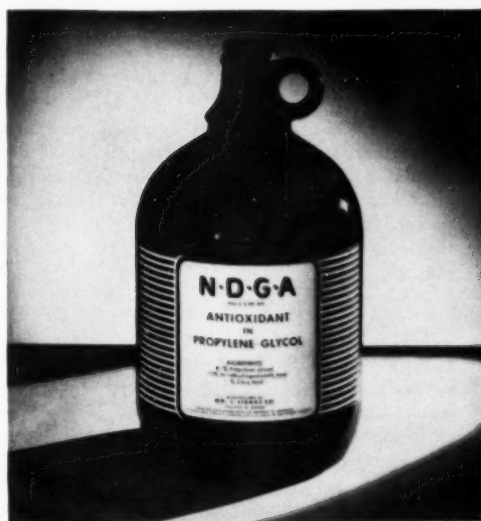
The data indicated that the percentage of total solids did not change significantly in ice cream mix after freezing and shrinkage. This would indicate that loss of moisture during the shrinkage process is not an important factor in the shrinkage problem.

Effect Of Milk Solids-Non-Fat. Ten mixes were prepared in which the following factors were varied; (a) the percentage of serum solids, and (b) the concentration of serum solids in water while the concentration in water of the other solids remained constant.

The data indicated the following: (a) increasing the percentage of milk solids-not-fat in ice cream lowers the pH which changes only slightly with subsequent freezing and thawing of the ice cream; (b) increasing the concentration of milk solids-not-fat in the water portion of mixes lowers the surface tension; (c) mixes that contain increasing amounts of milk solids-not-fat showed marked increases in surface tension after freezing and melting; (d) marked decreases in the alcohol values of mixes after freezing and shrinkage were evident; (e) a decrease in viscosity of the mix serum was noticeable after the ice cream had melted, and (f) increasing the amount of serum solids also tended to increase the amount of ice cream shrinkage.

No indication that loss of moisture was involved in the shrinkage process was evident.

Effect Of Sweetening Agents. In order to determine the effect of various concentrations and types of sugars



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upon shrinkage of ice cream, thirty seven mixes were processed, frozen and stored according to previously described methods.

One series of mixes contained increasing percentages, on a solid basis, of sucrose, dextrose, corn sirup, corn sirup solids and enzyme converted corn sirup. Another series contained increasing concentrations of the sugars, on a solids basis, in the water portion of the mixes while the concentrations in water of the other solids remained constant.

Statistical Analysis

The data indicated the following: (a) the addition of the various sugars to ice cream mixes decreased the surface tension; (b) the type of sugar was more important than the amount in affecting the surface tension of mixes; (c) dextrose and enzyme converted corn sirup reduced the surface tension of mixes more than did sucrose, corn sirup and dried corn sirup solids; and (d) ice cream that contained dextrose developed more shrinkage than those containing enzyme converted corn sirup, corn sirup, sucrose and dried corn sirup solids.

The statistical analysis of the data indicated that probably the major effect of the sugars in the shrinkage

problem is basically due to the difference in the freezing points of the mixes.

Effect Of Stabilizers. Thirteen mixes were prepared and processed in order to study the effect of three major types of stabilizers upon the physical and chemical properties of mixes as they might affect shrinkage development. One series of mixes containing increasing amounts of gelatin, another sodium alginate, and the final one contained sodium carboxymethylcellulose.

The data indicated that, the exception of sodium alginate, the stabilizers had very little effect upon the surface tension of mixes. Sodium alginate stabilized mixes showed a marked reduction in protein stability. Mixes that were stabilized with gelatin or sodium carboxymethylcellulose did not show any decided changes in surface tension or protein stability and shrank less than similar samples stabilized with sodium alginate.

Effect Of Emulsifiers. Twenty-five mixes were processed containing 0.05, 0.10, 0.15 and 0.20 percent of various emulsifiers. No stabilizer was used in any of the mixes. The following emulsifiers were used in this experiment: (a) polyxyethylene sorbitan trioleate; (b) lecithin; (c) sorbitan monolaurate; (d) a synthetic polyethylene ether of a hydroxy fatty acid; (e) glycerol monostearate; and (f) diglycol laurate.

The data indicated the following: (a) emulsifiers did not significantly increase the fat test of mixes; (b) emulsifiers did not significantly influence the pH of mixes; (c) emulsifiers decreased the surface tension of mixes; (d) the type of emulsifier was more important in reducing the surface tension of mixes than the amount used; (e) the emulsifier tended to reduce the protein stability of mixes; and (f) the use of emulsifiers in mixes favored the development of shrinkage.

Free Fatty Acids

Effect Of Free Fatty Acids. The amount of free fatty acids that are present in fresh ice cream prepared from quality ingredients is probably negligible; however, small quantities may be present if butter and frozen cream are used in some cases.

Mixes containing increasing amounts of palmitic, stearic, oleic and butyric acids were processed. Mixes containing rancid cream and rancid butter were also compared with comparable mixes containing quality butter and cream.

The results indicated that oleic acid tended to exert a greater influence on the reduction of surface tension of the mixes than the other fatty acids and resulted in more shrinkage. Ice cream made from rancid cream and butter developed more shrinkage than comparable samples made from sweet cream and butter.



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ICE CREAM FIELD

Problems—

—from page 64—

recent half-gallon campaign sponsored by his company. The promotion not only increased half-gallon sales "tremendously," but resulted in a thirty-five per cent increase in total package sales during that period.

The Fairmont executive added that "our half-gallon sale in several places encouraged a competitive company to go out and do us one better."

Louis J. Wainer, Director of Sales and Advertising for Penn Dairies, reports that premium deals are excellent sales arguments. His organization has found that such programs pay off in increased gallonage and profits.

Other participants expressed

minor reservations about "give-aways" but virtually all ice cream manufacturers employ such offers as a phase of their merchandising programs.

What about split accounts?

The majority opinion concerning the above question was that split accounts are bad for the ice cream industry. But at least one major producer offered a partial dissent. That was the Fairmont Foods Company. Here is what Mr. Wetherell had to say:

"My personal feeling is that it's a perfectly natural and healthy situation to have two ice cream companies serving a large super market. I believe this sort of thing has to be taken for granted now that ice cream has become such an important food store item. I believe, however, that three and four companies serving one store is an evil, as is two companies serving some of the smaller super markets.

"We have run into several instances where the addition of another brand of ice cream is a super market noticeably increased the total ice cream sales through that super market.

"I don't see why this splitting of super market accounts should cause any confusion on the part of the consumer as long as the packages are clearly priced, well-identified as far as brand is concerned, and well-segregated within a cabinet or completely segregated in two different cabinets."

But a large dairy chain with headquarters in the South expressed disagreement. "We do not believe in split accounts and so far have been successful in selling our dealers on handling only one ice cream," this company reports.

General Ice Cream believes that split accounts are uneconomic and discourages them. Where the firm is troubled by split accounts, it

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introduces its own secondary brand.

Other opinions on this subject dealt with the practicality of allowing super market outlets to sell two competing brands while limiting other dealers to one brand; it was agreed that no special arrangements were advisable because legal complications might result.

What about "that special delivery?"

Special deliveries represents one of the most universal problems confronting the industry today, the ICE CREAM FIELD survey showed. It was generally agreed that such deliveries are increasing and that ways and means would have to be found to curb them. Some of the participating manufacturers reported that they had already introduced policies to achieve this goal.

For example, Fairmont Foods indicates that one of its branches now is experimenting with a plan which allows discounts proportionate to the size of each ice cream delivery. "It seems to be working well," Mr. Wetherell stated. "It has a tendency to cut down on the frequency of deliveries and particularly small deliveries." Mr. Wetherell noted that this same type of quantity discount has been employed successfully in the frozen foods industry for many years.

Penn Dairies believes that the way to minimize the extra calls is to charge extra for special deliveries.

General Ice Cream acknowledges also the seriousness of the special delivery problem. Mr. Hovey said, however, that these deliveries can be curbed "where local management has the urge to do so."

Mr. Hovey added: "I am afraid that it might be difficult to put an extra charge on special deliveries. We have found special deliveries to be a problem of education. It is a problem that requires some backbone on the part of management to reduce."

The southern-based ice cream concern reports that "all of our ice cream is handled on a cash basis and our special delivery orders are in direct ratio to the type of ice cream service on the routes and the weather. Special delivery is naturally a nuisance but is necessary and we attempt to do everything possible to keep these special deliveries to a minimum."

What about cabinet change-overs?

It was generally confirmed that if the potential gallonage of an outlet warrants it, a new self-service cabinet will be installed by the ice cream manufacturer, sometimes on a rental basis.

As for the replaced equipment, most ice cream manufacturers agree that a major use is as storage units.


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magazines. The third worker takes the wrapped sandwiches off the out-feed tray, boxes them, and delivers them to a conveyor which takes them to the hardening room located within two steps of her post.

The in-feed conveyor of the automatic wrapping machine takes the ice cream sandwiches to an elevator which raises each one under a wrapper that has been dispensed from a roll at the far end of the machine. In the Baltimore plant, a special type glassine paper with a patented Thermoplastic coated material that serves as a positive heat-sealing agent was being used. When the paper covers the sandwich, the product is elevated to the top position on the machine where the folders and tuckers go into action. The wrapped sandwich then is moved by an automatic pusher over a heat-sealer that, by means of an "electric eye" control, activates the sealing agent on the Milprint wrapping paper, resulting in a completely wrapped and sealed sandwich. Incidentally Delvale decided on this particular style of paper after many other types and weights were tested by the Milprint organization. One roll of this slightly opaque paper provides 12,500 indi-

vidual wrappers. Each wrapper carries the standard Delvale label and information about the product.

As the automatic "pusher" advances the sandwiches across the tray at the top level of the wrapping machine, the third person involved in the operation removes them and boxes them. At the Delvale plant they were being packaged twenty-four to a box in vented cartons. The vents, explained Mr. Hammond, contribute to the hardening speed and thereby help improve the product's quality. He added that the Delvale plants soon will package the sandwiches three dozen to a box.

After stacking the sandwiches neatly in the cartons, the third employee takes them to the hardening room conveyor.

Thus was completed smoothly — by three plant workers who had never seen the essential equipment until it was installed the previous day — the process of manufacturing completely wrapped and sealed ice cream sandwiches.

It should be noted that the automatic wrapping machine is similar to the Mopac butter packaging unit that is well-known to manufacturers of that product. John Leslie, who recently joined the Lynch Corporation as Assistant Sales Manager, conceived the idea of adapting the original equipment to enable it to accommodate ice cream.



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SEPTEMBER 14-17—Chicago, Illinois; annual convention of the National Automatic Merchandising Association.

SEPTEMBER 15-17 — Whiteface Inn, Whiteface, New York;

annual convention of the Association of Ice Cream Manufacturers of New York State.

SEPTEMBER 18-20 — Hotel Nicolett, Minneapolis, Minnesota; thirty-ninth annual con-

vention of the International Association of Milk and Food Sanitarians.

SEPTEMBER 22-27 — Navy Pier, Chicago; Dairy Industries Exposition.

SEPTEMBER 22-24 — Hotel Conrad Hilton, Chicago; forty-eighth annual convention of the International Association of Ice Cream Manufacturers.

SEPTEMBER 25-27 — Hotel LaSalle, Chicago, nineteenth annual convention of the National Association of Retail Ice Cream Manufacturers.

OCTOBER 22-23 — University of Vermont, Burlington, Vermont; thirty-first annual conference for Vermont Dairy Operators and Milk Distributors. Information available from O. M. Camburn, the school's Director of Short Courses and Educational Conferences.

OCTOBER 28-31 — Hotel Des Moines, Des Moines, Iowa; annual convention of the Iowa Association of Ice Cream Manufacturers.

NOVEMBER 12-13 — Hotel Continental, Kansas City, Missouri; annual convention of the Missouri Ice Cream and Milk Institute.

NOVEMBER 18-19 — Clemson House Hotel, Clemson, South Carolina; annual meeting of the South Carolina Dairy Association.

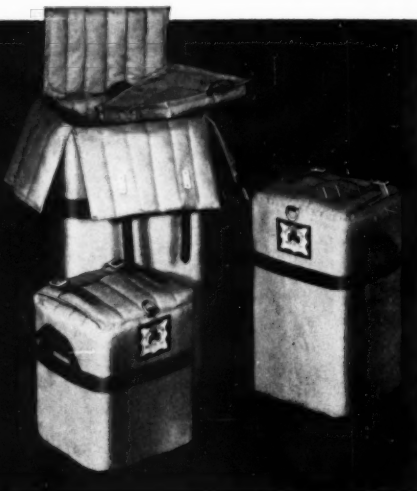
DECEMBER 10-12 — Hotel Schroeder, Milwaukee, Wisconsin; annual meeting of the Wisconsin Association of Ice Cream Manufacturers.

DECEMBER 15-16 — Hotel Morrison, Chicago; annual convention of the Illinois Dairy Products Association.

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State Standards

	PLAIN ICE CREAM		FRUIT OR NUT ICE CREAM		FROZEN CUSTARD	
	Milk Fat	Total Milk Solids	Milk Fat	Total Milk Solids	Milk Fat	Total Milk Solids
	Minimum Percent	Minimum Percent	Minimum Percent	Minimum Percent	Minimum Percent	Minimum Percent
Alabama	10	18	8	18	10	
Arizona	10		8			
Arkansas	10	18	8	14	10	14
California	10		8		10	
Colorado	12		10			
Connecticut	10		8			
Delaware	12		10		10	
District of Columbia	8		8		12	
Florida	10	18	8	14	10	18
Georgia	10		8			
Idaho	12	18	10	14		
Illinois	12		10			
Indiana	10	18	8	14		
Iowa	12	20	10	16	10	
Kansas	10	20	10	20		
Kentucky	10	18	10	18	10	18
Louisiana	10	20	8	16	8	18
Maine	12		10			
Maryland	12	20	10	15	12	20
Massachusetts	10	18.5	8	16.5	10	18.5
Michigan	12		10		12	
Minnesota	12	20	10	16	12	20
Mississippi	10		8		8	16
Missouri	8		8			
Montana	10		9		10	
Nebraska	12	20	10	18	12	20
Nevada	14		12			
New Hampshire	14		12		14	
New Jersey	10		8		10	
New Mexico	12	20	10			
New York	10	18	8	14	10	18
North Carolina	10		8		8	16
North Dakota	12		10			
Ohio	10	18	8	14	10	18
Oklahoma	10	21	10	21		
Oregon	12	20	10	18		
Pennsylvania	10		8			
Rhode Island	8		8			
South Carolina	10	18	8	16	10	18
South Dakota	12		10		12	
Tennessee	10	18	8	14	8	14
Texas	8		6			
Utah	12		9			
Vermont	14		12			
Virginia	10		8		8	
Washington	10	20	10	20		
West Virginia	8	18	8	13		
Wisconsin	13		11		13	
Wyoming	10	18	10	18	10	18

National Associations

Air Conditioning & Refrigerating Machinery Assoc., Inc.: Exec. Vice Pres., William B. Henderson, Southern Bldg., Washington 5, D. C.

American Dairy Assoc.: Gen'l Mgr., Owen M. Richards, 20 N. Wacker Dr., Chicago 6, Ill.

American Dairy Science Assoc.: Secy.-Treas., P. R. Ellsworth, Ohio State University, Columbus 10, Ohio.

American Dry Milk Institute, Inc.: Dir., Dr. B. W. Fairbanks, 221 N. LaSalle St., Chicago 1, Ill.

Association of Cocoa & Chocolate Mfrs. of the United States: Secy., Gordon P. Peyton, Du Pont Circle Bldg., Washington 6, D. C.

Dairy Industries Supply Assoc., Inc.: Exec. Vice Pres., Roberts Everett, 1108 16th St., N.W., Washington 6, D. C.

Dairy Products Improvement Institute, Inc.: Managing Dir., Dr. C. W. Larson, Liberty Bank Bldg., Buffalo 2, N. Y.

Flavoring Extract Mfrs. Assn. of America: Secy., L. P. Symmes, Baker Extract Co., Springfield, Mass.

International Assoc. of Ice Cream Manufacturers: Exec. Secy., Robert C. Hibben, 1105 Barr Bldg., Washington, D. C.

Milk Can Institute: Hunter-Thomas Assoc., Commissioners, 2130 Keith Bldg., Cleveland 15, Ohio.

National Ice Cream Mix Assoc.: Exec. Vice Pres., E. L. Koepenick, 821 15th St., N.W., Washington 5, D. C.

National Assoc. of Dairy Equipment Mfrs.: Exec. Secy., John Marshall, 927 15th St., N.W., Washington 5, D. C.

National Association of Retail Ice Cream Mfrs., Inc.: Exec. Secy., E. M. Warder, 512 Commerce Bldg., Toledo 4, Ohio.

National Dairy Council: Pres., Milton Hult, 111 N. Canal St., Chicago 11, Ill.

Paper Cup & Container Institute, Inc.: Exec. Dir., Dale H. Eckerman, 1790 Broadway, New York 19, N. Y.

Paper Pail Assoc.: Exec. Secy., Harvey H. Robbins, 111 W. Washington St., Chicago, Ill.

Paraffined Carton Research Council: Exec. Secy., Harvey H. Robbins, 111 W. Washington St., Chicago, Ill.

Refrigeration Equipment Mfrs. Assoc.: Exec. Secy., W. Vernon Brumbaugh, 1346 Connecticut Ave., Washington 6, D. C.

Soda Fountain Mfrs. Assoc.: Exec. Secy., C. J. Palmer, 111 W. Washington St., Chicago 2, Ill.

Regional Associations

Association of Ice Cream Manufacturers of Pennsylvania, New Jersey & Delaware: Secy., W. H. List, Jr., Hotel Statler, N.Y.C.

New England Assoc. of Ice Cream Mfrs.: Secy., Malcolm D. MacLeod, 32 Franklin Street, Worcester, Massachusetts.

Northwest Assoc. of Ice Cream Mfrs.: Exec. Secy., D. T. Carlson, Willmar, Minn.

Quality Chekd Ice Cream Assoc.: Secy., P. C. Carver, Box 645, 146 Merritt St., Oshkosh, Wis.

Southern Assoc. of Ice Cream Mfrs.: Secy.-Treas., David P. Adams, 406 Chamber of Commerce Bldg., Nashville 3, Tenn.

State and Local Associations

Alabama Dairy Products Assoc.: Pres., J. W. Parkman, Jr., Dothan Ice Cream Co., Dothan.

Arkansas Dairy Products Assoc.: Secy.-Treas., E. R. Garrison, University of Arkansas, Fayetteville.

Dairy Institute of California: Mgr., Jay H. Kugler, 57 Post St., San Francisco.

Colorado Dairy Products Assoc.: Secy., Ward K. Holm, 701 Kittredge Bldg., Denver.

Connecticut Ice Cream Mfrs. Assoc.: Pres., Arthur Weigold, Torrington Creamery, Torrington.

Florida Dairy Industry Assoc.: Exec. Director-Secy., E. T. Lay, 220 Newnan St., Jacksonville 2.

Georgia Dairy Assoc., Inc.: Secy., James E. Jackson, 905 Park Ave., S.E., Atlanta.

Idaho Dairymen's Assoc., Inc.: Secy.-Treas., G. C. Anderson, Univ. of Idaho, Extension, Boise.

Illinois Assoc. of Ice Cream Mfrs.: Secy.-Treas., M. G. Van Buskirk, 309 W. Jackson Blvd., Chicago.

Illinois Dairy Products Assoc., Inc.: Exec. Secy., M. G. Van Buskirk, 309 W. Jackson Blvd., Chicago.

Illinois Ice Cream Mix Mfrs. & Distributors Assoc.: Secy.-Treas., M. G. Van Buskirk, 309 W. Jackson Blvd., Chicago.

Indiana Dairy Products Assoc., Inc.: Exec. Secy., R. A. Larson, 623 Board of Trade Bldg., Indianapolis 4.

Association of Ice Cream Mfrs. of Iowa: Exec. Secy., John H. Brockway, 908 Walnut St., Des Moines.

Kansas Ice Cream & Milk Institute, Inc.: Exec. Secy., Dale M. Bryant, 1004 Brown Bldg., Wichita 3.

Kansas State Dairy Assoc.: Secy., H. E. Dodge, Topeka.

Dairy Products Assoc. of Kentucky, Inc.: Secy., F. T. Flynn, 128 E. Chestnut St., Louisville 2.

Louisiana Dairy Products Assoc.: Pres., George H. Kinmon, P.O. Box 1486, Shreveport.

Michigan Allied Dairy Assoc.: Secy., L. N. Francke, Olds Tower Bldg., Lansing.

Mississippi Dairy Products Assoc.: Gen. Secy., F. H. Herzer, State College.

Missouri Ice Cream & Milk Institute: Secy.-Treas., Prof. W. H. E. Reid, 124 Eckles Hall, Univ. of Missouri, Columbia.

Nebraska Ice Cream Mfrs. Assoc.: Secy., Arell Wason, 2413 Leavenworth St., Omaha.

Upper Peninsula Dairy Mfrs. Association: Secy., Walter Unger, Pine Mountain Dairy, Iron Mountain, Mich.

Granite State Dairymen's Assoc.: Secy., Dean G. Hammond, State House, Concord, N. H.

New Mexico State Farm Bureau, Dairy Commodity Group: Secy., B. J. Romig, McCarty's Dairy, Las Cruces.

Association of Ice Cream Mfrs. of New York State: Secy., W. H. List, Jr., Hotel Statler, N. Y. 1, N. Y.

North Carolina Dairy Products Assoc.: Exec. Vice Pres., J. Lloyd Langdon, Insurance Bldg., Raleigh.

North Dakota Dairy Industries Assoc.: Exec. Secy., O. A. Amundson, Bridgeman-Russell Co., Jamestown.

Ohio Dairy Products Assoc.: Exec. Secy., O. E. Anderson, 5 E. Long St., Columbus.

Oklahoma Dairy Products Institute, Inc.: Treas., Edd L. Hisel, South Side Dairy, Oklahoma City.

Oregon Dairy Mfrs. Assoc.: Secy., Dr. G. H. Wilster, c/o Oregon State College, Corvallis.

Central Pennsylvania Ice Cream Assoc.: Secy., J. R. Trexler, Penn Cress Ice Cream Co., Cresson.

Pennsylvania Dairymen's Assoc.: Secy., Chas. E. Cowan, 621 Grand View Blvd., Lancaster.

South Carolina Dairy Assoc., Inc.: Secy.-Treas., W. L. Abernathy, Jr., Chester.

South Dakota Dairy Association: Secy., I. J. Bibby, Brookings Creamery, Brookings.

Tennessee Dairy Products Assoc.: Secy., David P. Adams, Nashville 3.

Dairy Products Institute of Texas: Exec. V.P., George M. Clarke, 503 Scarborough Bldg., Austin.

Utah Dairy Products Assoc.: Exec. Secy., George L. Nelson, 212 Kearns Bldg., Salt Lake City 1.

Utah Assoc. of Ice Cream Mfrs.: Secy., Carl Harward, 159 W. 1st South St., Salt Lake City.

Virginia Dairy Products Assoc.: Secy.-Treas., C. L. Fleshman, Lynchburg-Westover Dairies, Inc., Lynchburg.

Washington State Dairy Foundation: Secy.-Treas., A. Frank Bird, 808 Skinner Bldg., Seattle 1.

West Virginia Dairy Products Assoc.: Secy., S. J. Weese, West Virginia University, Morgantown.

Wisconsin Assoc. of Ice Cream Mfrs.: Secy.-Treas., P. C. Carver, 146 Merritt St., Box 645, Oshkosh.

Wisconsin Retail Ice Cream Mfrs. Assoc.: Secy., Richard St. Germain, 7500 Sheridan Road, Kenosha.

Wyoming Dairy Assoc.: Secy., H. F. Newton, Jersey Creamery, Sheridan.

Regional Supply Men's Organizations

Alabama Dairy Boosters: Pres., J. Arnold Green, Certified Products Co., Birmingham.

Dixie Flyers Association: Secy., J. K. Bradford, Diversy Corp., Chicago.

Arkansas Travellers: Secy., E. D. Fant, Sapulpa, Okla.

Badger Flyers: Secy., H. E. Stinchfield, 1221 E. 35th St., Minneapolis, Minn.

Gelatin Research Society of America, Inc.: Secy., H. B. Sweatt, 55 W. 42nd St., N.Y.C.

Empire Flyers: Secy., John B. Goldhamer, Frigidaire Sales Co., N.Y.C.

Florida "Alligator Club": Secy.-Treas., F. W. Decklar, Lily-Tulip Cup Corp., 569 Suwannee Circle, Tampa.

Georgia Crackers: Secy., J. Roy Landford, Wood-Coleman Dairy Supply Co., Atlanta.

Illinois Dairy Products Boosters' Association: Secy., John E. Clarke, Nestle's Chocolate Co., Chicago.

Dairy Boosters of Indiana: Secy., Russ Oberlies, 728 N. Wallace St., Indianapolis.

Kansas Jack Rabbits (Kansas): Secy., H. B. Tomson, Porter Building, Kansas City, Missouri.

Michigan Dairy Boosters: Secy., Cecil D. Mallory, 16723 Beaverland, Detroit 19.

Minnesota Gophers: Secy., H. E. Stinchfield, 1221 E. 35th St., Minneapolis.

Mississippi Magnolias: Secy., Grady James, Bessire & Co., Memphis.

Missouri Mules: Secy., A. C. Sweeney, 10 W. 59th St., Kansas City, Missouri.

Nebraska Boosters: Secy., Norman E. Prucha, Carpenter Paper Co., Lincoln.

North Carolina Tar Heels: Secy., J. F. Neely, 122 Glenwood Ave., Raleigh.

Ohio Dairy Boosters' Association: Secy.-Treas., John Reedy, Huntington Bank Building, Columbus 15.

Poodle Dog Supply Men's Association of Iowa: Secy., W. H. Flickinger, Cherry-Burtell Corp., Cedar Rapids, Iowa.

Oklahoma Indians: Secy., C. B. Roberts, 1461 Dierks Bldg., Kansas City, Mo.

Tennessee Hill Billies: Secy., Don Martin, DeLaval Separator Co., Chicago.

Texas Longhorns: Secy., William E. Boswell, Jr., Aluminum Co. of America, Thomas Bldg., Dallas.

Virginia Cavaliers: Secy.-Treas., James E. Purcell, 419 E. Canal St., Richmond.

Wolverines: Secy., Ben W. Wood, Warner-Jenkinson Co., Minneapolis, Minn.

United States Sherbet Production Trend

(IN GALLONS)

For the First 7 Months of 1951 and 1952

Month	1952	1951	Trend
January	990,000	890,000	+12%
February	1,150,000	810,000	+46%
March	1,400,000	1,290,000	+8%
April	2,200,000	1,450,000	+52%
May	2,690,000	2,130,000	+19%
June	3,670,000	2,410,000	+42%
July	4,300,000	2,770,000	+47%
TOTAL	16,400,000	11,750,000	+40%

United States Ice Cream Production Trend

(IN GALLONS)

For the First 7 Months of 1951 and 1952

Area	1952	1951	Trend
Massachusetts	12,750,000	11,610,000	+10%
Connecticut	3,855,000	4,030,000	- 4+
New York	37,495,000	35,635,000	+ 5%
New Jersey	7,245,000	5,945,000	+22%
Pennsylvania	44,715,000	43, 780,000	+ 2%
Other N. A. States	5,310,000	5,415,000	- 2%
NO. ATLANTIC STATES	111,370,000	106,415,000	+ 5%
Ohio	22,415,000	20,730,000	+ 8%
Indiana	11,760,000	11,135,000	+ 6%
Illinois	18,660,000	18,665,000	- 0%
Michigan	17,105,000	15, 800,000	+ 8%
Wisconsin	10,495,000	9,675,000	+ 8%
E. N. CENTRAL STATES	80,435,000	76,005,000	+ 6%
Minnesota	8,155,000	7,905,000	+ 3%
Iowa	6,380,000	5,990,000	+ 7%
Missouri	9,285,000	9,330,000	- 0%
N. & S. Dakota	2,665,000	2,630,000	+ 1%
Nebraska	4,265,000	3,785,000	+ 1%
Kansas	4,380,000	3,720,000	+ 2%
WEST N. CENTRAL STATES	35,130,000	33,360,000	+ 5%
Dist. of Columbia	4,045,000	3,955,000	+ 2%
Maryland	5,215,000	5,205,000	+ 0%
Virginia	6,335,000	6,210,000	+ 2%
West Virginia	3,165,000	2,985,000	+ 6%
North Carolina	10,195,000	8,665,000	+18%
Georgia	5,385,000	4,620,000	+17%
Florida	6,630,000	5,605,000	+18%
Other S. A. States	2,770,000	2,975,000	- 7%
SO. ATLANTIC STATES	43,740,000	40,220,000	+ 9%
Tennessee	8,130,000	7,800,000	+ 4%
Alabama	4,175,000	4,230,000	- 1%
Louisiana	4,340,000	4,925,000	-12%
Oklahoma	4,635,000	4,205,000	+10%
Texas	15,335,000	14,910,000	+ 3%
Other S. C. States	6,995,000	6,350,000	+10%
SO. CENTRAL STATES	43,610,000	42,420,000	+ 3%
Colorado	3,560,000	3,410,000	+ 4%
Other Mt. States	8,375,000	7,535,000	+11%
MOUNTAIN STATES	11,935,000	10,945,000	+ 9%
Washington	5,535,000	5,335,000	+ 4%
Oregon	4,475,000	4,335,000	+ 3%
California	25,740,000	23,620,000	+ 9%
PACIFIC STATES	35,750,000	33,290,000	+ 7%
UNITED STATES	361,970,000	342,655,000	+ 5%

1952 EXPOSITION-IN-PRINT

ACE CABINET CORP., 1457 Broadway, New York, N. Y. *Personnel:* H. S. Robinson, Milton Herzer, and others. *Products:* Display and standard ice cream cabinets. **BOOTH D-98**

AD-COLOR CORP., 650 S. Arroyo Parkway, Pasadena 1, California. *Personnel:* R. R. Feltnagle and Ed Phelps. *Products:* Color photo transparencies.

ALGIN CORP. OF AMERICA, 24 State Street, New York, N. Y. *Personnel:* Solly Elman. *Products:* Stabilizers, Irish Moss extracts, Alginate extracts.

ALPHA AROMATICS, INC., 592 Gates Ave., Brooklyn 21, N. Y. *Personnel:* Milton Ainbinder, Joseph Surry, Fred L. Callans, E. L. Ernest, Joseph E. Azevedo, Ted Seating, Jack Schuster, Ed. Marks, Matt Murdock, Joe Evans, Tom Penley, B. E. Loyd. *Products:* Fruit and nut specialties, vanillas, flavoring extracts; eggnog; cherries, weaves, strawberries, chocolate, butter pecan base. *Headquarters:* Palmer House. **BOOTH C-26**

AMBROSIA CHOCOLATE CO., 1109 N. Fifth St., Milwaukee 3, Wisconsin. *Personnel:* I. R. Gillette. *Products:* Cocoa beans and coating samples. **BOOTH B-91**

AMERICAN BREDDO CORP., 450 W. 31 St., New York 1, N. Y. *Personnel:* Andrew de Balogh, Manfred Landers, Ben Libowitz, Z. Kuhnreich, Nat H. Nash. *Products:* Stabilizers, emulsifiers, and coatings for ice cream. *Headquarters:* Palmer House. **BOOTH B-31**

AMERICAN CYANAMID CO., 30 Rockefeller Plaza, New York 20, N. Y. *Products:* Plastic fountain syrup jars.

AMERICAN DRY MILK INSTITUTE, 221 N. LaSalle Street, Chicago, Ill. *Products:* Information on the use of non-fat dry milk solids.

AMERICAN FOOD LABORATORIES, INC., 860 Atlantic Ave., Brooklyn, N. Y. *Personnel:* Joseph

Glaubman, Milton Glaubman, Harry S. Hyman, Willis S. Steinitz, Dan Meehan, Albert Bogart, Maurice Hyman, George Bayer, David Hoffer, Irving Glaubman, Seymour Siegel, Adolph Mann. *Products:* Vanillas, flavors and extracts, stabilizers, food specialties, food colors, syrups. *Headquarters:* Congress. **BOOTH A-106**

AMERICAN ICE CREAM MERCHANDISING COUNCIL, INC., 3465 College Ave., Indianapolis, Indiana. *Personnel:* D. H. Kauffeld. *Products:* Complete advertising and sales program for ice cream manufacturers.

AMERICAN MAIZE PRODUCTS CO., 100 E. 42 St., New York 17, N. Y. *Personnel:* Theodore Sander, James B. Melick, Charles Sanford, Robert L. Lloyd, Jack Brouwer, H. J. Hammer, Jack Binder, Jack Fitzmorris, J. A. Murray, E. R. Sterbenc, W. H. Henderson. *Products:* Frodex (corn syrup solids), corn syrup unmixed, Armstro lactic acid. *Headquarters:* Congress. **BOOTH B-60**

AMERICANA ENTERPRISES CO., INC., 95 Madison Ave., New York, N. Y. *Personnel:* Eugene Tannenbaum, Al Hecker, George Newman, John Morway. *Products:* Howdy Doodly brand ice cream products, stick confections, sandwiches, cones, cups, pints, half-gallons, cake roll. *Headquarters:* Palmer House.

AMERICAN PAPER GOODS CO., Kensington, Connecticut. *Personnel:* Warren Young. *Products:* Ice cream cups and containers. **BOOTH I-26a**

AMERIO REFRIGERATING EQUIPMENT CO., 128 - 44 Ave., Union City, N. J. *Personnel:* Mr. & Mrs. Pat Amerio. *Products:* Refrigerated truck bodies.

ANDERSON BROTHERS MFG. CO., 1907 Kishwaukee St., Rockford, Illinois. *Personnel:* Ralph Anderson, Swan Anderson, W. E. Gun-

neron. *Products:* Automatic packaging machinery, fillers and cappers, brick cutting and slicing machines, bar machines, stick holders, dispensers and sorters, syrup pumps, baggers, ice cream molds. **BOOTH A-47**

ANHEUSER-BUSCH, INC., 9th & Arsenal Sts., St. Louis, Missouri. *Personnel:* E. R. Weigman, F. W. Schulenberg, H. L. Kendall, R. P. Halm, L. B. Kern, R. D. Bartlett, E. J. Schrader, A. M. Brown, E. M. Hoeffle, C. E. Krug, H. E. Passmore, W. H. Schwab, J. C. Wilder and sales representatives. *Products:* Ice cream dispensing, display and hardening cabinets. **BOOTH A-35**

ATLAS TOOL & MFG. CO., 5147 Natural Bridge Blvd., St. Louis 15, Mo. *Personnel:* Glenn A. Delf, George Delf. *Products:* Automatic ice cream vending machines.

AVLON'S FLAVORS, 125 Dwight St., Springfield, Massachusetts. *Personnel:* Perry Kappardaki. *Products:* Pure and imitation flavors.

WALTER BAKER CHOCOLATE & COCOA DIVISION, Dorchester 24, Massachusetts. *Personnel:* Andrew C. Quale, Tom Churchill, Raymond G. Schnyer, Cliff Phoenix, Harry Thomas, Roscoe Gries, Floyd Weiland, Walter H. Kansteiner, Sr., Walter H. Kansteiner, Jr., Arthur E. Fest, Elmer Reinneke, Joe Downey, C. G. Cockinos. *Products:* Chocolates, powders, liquors, coatings, cocoas, Kokolates, chocolate flakes and chips. *Headquarters:* Palmer House. **BOOTH C-74**

BALCH FLAVOR CO., 1301 Adams St., Pittsburgh 12, Pennsylvania. *Personnel:* G. G. Balch, Frank Casteen, Fred Cohig, R. J. Campbell, Jack Campbell, Geo. W. Cusaden, Ed Gulden, Wm. P. Reed, H. Skirble, Harry B. Wilson, Leon Wilson. *Products:* Ripple ice cream equipment, emulsions, coatings, dairy syrups, flavor bases. *Headquarters:* St. Clair. **BOOTH A-40**

BARRY & BAILY CO., 2421 N. 27 St., Philadelphia 32, Pennsylvania. *Personnel:* Samuel E. Baily, J. J. Barry, Wm. C. Ryan, Wm. J. Barry, Jr., C. McLaughlin, S. Borbonus. *Products:* Refrigerated truck bodies. *Headquarters:* Sheraton. **BOOTH D-8**

BASTIAN-BLESSING CO., 4201 W. Peterson Ave., Chicago 30, Illinois. *Personnel:* L. N. Lucas, P. B. Conn, A. F. McMahon, C. T. Johnson, A. T. Ostberg, R. H. Berndt, L. W. Koch, R. W. Koch, R. J. Kruizenga, H. K. Johnson, E. E. Goodrich, C. J. Schleck, M. E. Steczynski. *Products:* Soda fountains and luncheonette equipment. *Headquarters:* Palmer House. **BOOTH D-61**

BATAVIA BODY CO., INC., Batavia, Illinois. *Personnel:* Sid E. Crofts and others. *Products:* Refrigerated truck bodies. **BOOTH C-101**

BECK VANILLA PRODUCTS CO., 1403 State St., E. St. Louis, Illinois. *Personnel:* Jacob Beck, Howard Beck, Norman Beck and sales representatives. *Products:* Vanillas. *Headquarters:* Congress.

W. L. M. BENS DORP CO., 89 Broad Street, Boston 10, Mass. *Personnel:* P. Kenneth Fuller. *Products:* Imported cocoa and chocolate products.

BLANKE-BAER EXTRACT & PRESERVING CO., 3224-3234 S. Kingshighway, St. Louis 9, Missouri. *Personnel:* Dr. Samuel H. Baer, A. H. Knese, Miller Winston, and representatives. *Products:* Fruits, nut mixtures, extracts, flavors and colors. **BOOTH B-35**

BLOOMER BROTHERS CO., Newark, New York. *Personnel:* Robert S. Bloomer, Howard Franklin. *Products:* Ice cream pails, cartons, packages. **BOOTH D-107**

BLUMENTHAL BROTHERS, Margaret & James Sts., Philadelphia, Pennsylvania. *Personnel:* Sam Blumenthal and others. *Products:* Chocolate flavors and coatings.

BOYER BROTHERS, INC., 821 17 St., Altoona, Pennsylvania. *Personnel:* W. E. Boyer. *Products:* Boy-Ur-Ready chocolate flavored sauce

for variegated ice cream; other flavors for ice cream and fountain trade.

BRITISH XYLONITE, INC., 754 Lexington Ave., Brooklyn 21, New York. *Products:* Insulation.

BROWN-BLODGETT, INC., 366 Wacouta St., St. Paul 1, Minnesota. *Personnel:* Harold E. Blodgett and others. *Products:* Display material.

BURTONITE COMPANY, Nutley 10, New Jersey. *Personnel:* Burton H. Greenwood, Lee F. Hanson, Merritt C. Rowley, Henry A. Schaufelberger, Dr. M. G. Weber. *Products:* Edible stabilizers, gelatine, edible colloids.

BUTLER PAPER PRODUCTS CO., Toledo 10, Ohio. *Personnel:* Norman Hartmann. *Products:* Ice cream cartons.

CALIFORNIA ALMOND GROWERS EXCHANGE, 18th & "C" Sts., Sacramento, California. *Personnel:* Dale Morrison. *Products:* Blue Diamond buttered diced and roasted almonds for ice cream.

CARBONIC DISPENSER, INC., Canfield, Ohio. *Personnel:* Don Roberts. *Products:* Sodamaster fountain dispensers and Supercharger Carbonator. **BOOTH I-31b**

CHERRY-BURRELL CORP., 427 W. Randolph St., Chicago, Illinois. *Personnel:* Executives, branch managers and sales representatives. *Products:* Complete dairy equipment and supplies. **BOOTH D-68**

CHICAGO STAINLESS EQUIPMENT CORP., 5001 Elston Ave., Chicago 30, Illinois. *Personnel:* J. E. Mistrarz, Burnell O. Breitzke, Martin Harke, Charles N. Roswell, A. C. Bartz. *Products:* Highspeed pre-heater, tanks, kettles and vats. Displaying 1500 gal. semi-elliptical cold wall tank, and two tube Roswell Pasteurizer. **BOOTH B-27**

CHILL-RIPE FRUIT, INC., 210 Fifth Ave., New York, N. Y. *Personnel:* Samson D. Price and others. *Products:* Frozen fruits.

CHOCOLATE PRODUCTS CO., 415 W. Scott St., Chicago 10, Illinois. *Personnel:* John W. Erickson, A.D. Pashkow, and sales represen-

tatives. *Products:* Chocolate liquor coatings, cocoa base coatings, Stillicious chocolate mix and Stillicious cocoas. *Headquarters:* Ambassador East. **BOOTH A-102**

ROBERT P. CHRISTIANSEN CO., 3917 Irving Park Road, Chicago 18, Ill. *Personnel:* Robert P. Christiansen, Arnold Christiansen, Eugene O'Brien. *Products:* Dickinson's Wild Mountain Blackberry ice cream flavor and topping.

CINO CHEMICAL CO., 414 Elm St., Cincinnati 2, Ohio. *Personnel:* Ralph Bloom. *Products:* Ice cream fruits and flavors.

CLARK PRODUCTS, INC., 188 W. Randolph St., Chicago, Illinois. *Personnel:* Richard M. Clark. *Products:* Novelty boxes, "Squeeze Cup" supplies, paper cups, straws, napkins, plates, and spoons.

CLINTON FOODS INC., Clinton, Iowa. *Products:* Corn sweeteners.

CONSOLIDATED PAPER BAG CO., 561 Windsor Street, Boston, Mass. *Personnel:* Paul King. *Products:* Foil insulated ice cream bags.

CONTAINER CORP. OF AMERICA, 38 S. Dearborn St., Chicago 3, Illinois. *Personnel:* K. L. Behrens, G. J. Brandenburg, G. L. Driscoll, C. W. Fisher, M. Gaukerud, W. T. Haecker, W. D. Kellogg, D. R. MacDonald, R. L. Newcomer, John G. Parker. *Products:* Ice cream cartons and containers. *Headquarters:* Congress. **BOOTH D-95**

CONTINENTAL CAN CO., INC., 100 E. 42nd St., New York 17, N. Y. *Personnel:* C. E. Eggerts, E. R. Van Meter, H. A. Kirk, M. C. Alex, T. P. McGlynn, H. B. Failing, C. L. Shmook, R. S. Long, J. S. Lee, J. T. Todd, R. E. Reeder, H. M. Walter, D. S. Thompson, A. G. Bennett, W. P. Barnette, R. H. Lathrop. *Products:* Ice cream containers and cartons, Cut-A-Pak half-gallon container. *Headquarters:* Congress. **BOOTH B-23**

COPELAND REFRIGERATION CORP., Sidney, Ohio. *Personnel:* W. Von Meyer. *Products:* Refrigeration compressors.

CORN PRODUCTS SALES CO., 17 Battery Place, New York, N. Y. *Products:* Dextrose and corn syrup. **BOOTH I-40a**

COUCH & PHILIPPI, 215 San Fernando Road, Los Angeles 31, California. *Products:* Metal signs and displays.

CREAMERY PACKAGE MANUFACTURING CO., 1243 W. Washington Blvd., Chicago 7, Illinois. *Personnel:* Fred G. Jones, Leon Buehler, J. L. Brazee, L. T. Gustafson, O. P. Heller, F. B. Hohenhorst, E. B. Lehrack, D. C. Lightner, A. A. Mulliken, G. W. Putnam, O. H. Selander, O. Stauder, W. F. Tilley, G. E. Wallis and H. W. Nellist. *Products:* Complete dairy equipment and supplies. **BOOTH A-68**

CREST FOODS CO., Ashton, Ill. *Personnel:* Tom O. Gaskins, George McDonald, Jay Meiners, Bernard Weinstein, E. C. Scott, John Leigh, Gene Campbell. *Products:* Stabilizers, emulsifiers, candies; Bases for low-fat products; Bases for diabetic ice cream and diabetic ice milk. *Headquarters:* Morrison. **BOOTH C-28**

DAIRY CREDIT BUREAU, 1740 Greenleaf Ave., Chicago 26, Illinois. *Personnel:* R. H. Hickman. *Products:* Dairy credit book, dairy listings, credit service.

HARRY W. DIETERT CO., 9330 Roselawn Ave., Detroit 4, Michigan. *Personnel:* Harry W. Dietert. *Products:* Control equipment.

DIXIE CUP CO., Easton, Pennsylvania. *Personnel:* S. M. Sawyer and sales representatives. *Products:* Ice cream Dixies, containers for ice cream, fountain Dixies and related items. **BOOTH A-9**

DODDS SUPPLY CO., Strickler Rd., Clarence, New York. *Personnel:* K. B. Dodds. *Products:* Shoulder vending boxes.

DOLE REFRIGERATING CO., 5910 N. Pulaski Rd., Chicago 30, Illinois. *Personnel:* E. J. Tweed, O. L. Rose, H. W. Kleist, B. P. Tweed, L. E. Smith, C. C. Ryan, E. C. Wilbur, R. J. Hermann, H. De Baugh, H. P. Hansen, A. W. Monroe, A.

F. Sawyer, A. B. Brady, J. A. Wilkerson, O. J. Armstrong, D. A. DeMore, G. E. Nelson, H. E. Clay, L. V. Russell, R. L. Ballinger, J. E. Hutchinson. *Products:* Vacuum cold plates. *Headquarters:* Palmer House. **BOOTH D-102**

DRUMSTICK, INC., P.O. Box 1542, Fort Worth, Texas. *Personnel:* I. C. Parker, J. T. "Stubby" Parker, Barney Parker. *Products:* Cones and equipment for Drumstick, Mr. Big, Dairy Cone and Texas Cone. **BOOTH B-79**

EMPIRE BISCUIT DIV., 30 Waverly Ave., Brooklyn 5, New York. *Personnel:* William M. Rabin, Fosdick Zabriskie, George A. Zabriskie, III, Jack Kauffman, Herman Lebowitz, Anthony Siano. *Products:* Ice cream wafers, bags, sales promotional material; equipment: Sandwich-matic ice cream sandwich processing machine, extruders, and other equipment for the processing of ice cream sandwiches. *Headquarters:* Congress. **BOOTH C-16**

ESKIMO KOOLER CORP., 916 E. 43rd St., Chicago 15, Ill. *Personnel:* Tom Tsoumas, H. L. Davis. *Products:* Ice cream and dairy merchandising cabinets.

ESKIMO PIE CORP., Bloomfield Bank & Trust Co. Bldg., Bloomfield, New Jersey. *Personnel:* W. S. Watts, W. G. Warnick, W. W. Wade, C. L. Neill, L. Mostert, J. B. Rowan, Jr., W. A. Robinson, C. M. Loyd, C. W. Cochran, N. C. Stierhem, O. R. Pickett, R. E. Bruner, Jr., M. T. Cochran, Jr., R. E. Horrobin, J. A. McKinney, Jr., R. H. Brown. *Products:* Licenses for Eskimo Pie production, merchandising and advertising. **BOOTH A-43**

EXTRAX CO., 360 Furman St., Brooklyn 2, New York. *Personnel:* Harold A. Hoffman, Julius Ellman, Hugh L. Anderson, Murray Weissman, John Hunter, Walter Voll, Bill De Lynn, Robert Springer, George Snyder. *Products:* Unit frozen novelty program, stabilizers, chocolate powders, chocolate coating base powders, flavors, novelty equipment. *Headquarters:* Congress. **BOOTH C-42**

FENN BROTHERS, Sioux Falls, South Dakota. *Personnel:* H. R. Scheid and others. *Products:* Butter bricks for ice cream.

FLARE-TOP/EAT-IT-ALL BAKERIES, 1400 W. 37 St., Chicago 9, Illinois. *Personnel:* Arthur Shapiro, Henry Shapiro, Harold King, Henry Pariser, J. E. Abbey, Edward L. Maier, P. T. Phillips, Bert Silverman. *Products:* Flare-Top Cones, Eat-it-All Cups, cones for Ski-Hi and Nutty Buddy, cake cone and cake cup specialties.

FLAVORIPE CO., 44th and Post St., Pittsburgh 1, Pennsylvania. *Personnel:* V. P. Averbach. *Products:* Ice cream fruits, flavors and nuts; soda fountain fruits and flavors.

FLORASYNTH LABORATORIES, 1533 Olmstead Ave., New York, N. Y. *Personnel:* Joseph Fein, William Lakritz, David Lakritz, Jack Friedman, Harold Johnson, Lou Haznow. *Products:* Ice cream flavors and colors.

FOOD MATERIALS CORP., 2521 W. 48 St., Chicago 32, Illinois. *Personnel:* E. E. Feight, Ed Heinz, Harold Ackermann, Bob Koch, E. W. Jeffries, Percy Storr, George Reid. *Products:* Vanillas. **BOOTH C-68**

FOOTE & JENKS, Jackson, Michigan. *Personnel:* C. W. Badger, Clarence E. Davis, Keith J. Jones, John B. Main, W. S. Maute, John M. Morse, M. B. Moseley, L. C. Smith, Sidney Ross, T. J. Torjusen, Earl Weed, Worth Weed. *Products:* Vanillas, flavors. **BOOTH B-54**

FOREST WADDING CO., 3190 Washington St., Boston 30, Massachusetts. *Personnel:* Ralph Bangs, Ralph Nelson, Sam Goldberg, H. A. Forman. *Products:* Insulated liners.

FRANKLIN BODY & EQUIPMENT CO., 1042 Dean St., Brooklyn, New York. *Personnel:* Walter Raskin, Rubin Raskin and others. *Products:* Refrigerated truck bodies.

FREEZER BOX DIV., ANNAPOLIS YACHT YARD, INC., Annapolis, Md. *Personnel:* N. Erik Almen, Jimmy Gant, Howard Janz, H. G. Hiatt. *Products:* Sectional, walk-in, and reach-in low-temperature ice cream storage units. *Headquarters:* Ambassador. **BOOTH A-80**

FRIGID FOOD PRODUCTS, 1599 E. Warren Ave., Detroit 7, Michigan. *Personnel:* W. R. Roth, Philip Wechsler, Dan Hoffert. *Products:* Frozen fruits. *Headquarters:* Congress. **BOOTH C-65**

FRIGIDAIRE DIV., Dayton, Ohio. *Personnel:* P. W. Budworth, P. W. Brinkley, W. F. Switzer. *Products:* Ice cream cabinets. **BOOTH A-50**

FROSTED FRUIT PRODUCTS, 200 Center St., Los Angeles 12, Cal. *Personnel:* James Lawless, Samson Price. *Products:* Frozen fruits. **BOOTH I-14c**

FULTON ENGINEERING CO., 37-21 Vernon Blvd., Long Island City, New York. *Personnel:* Joseph Kindman, Bernard Kindman and sales representatives. *Products:* Ice cream molds, packaging and novelty equipment. **BOOTH B-45**

R. E. FUNSTEN CO., 1515 Delmar Blvd., St. Louis 3, Mo. *Personnel:* Hugh King.

GENERAL EQUIPMENT SALES CO., 824 South West St., Indianapolis, Indiana. *Personnel:* R. E. Wildman and others. *Products:* Ice cream freezers and mix storage cabinets. **BOOTH C-17**

GERMANTOWN MANUFACTURING CO., 5100 Lancaster Ave., Philadelphia 31, Pennsylvania. *Personnel:* Frank Poulterer, Duane Poulterer, Vernon Smith, Joseph Foltz. *Products:* Stabilizers and emulsifiers for ice cream, sherbets and ices. **BOOTH D-105**

GLOBE EXTRACTS, INC., 2896 Fulton St., Brooklyn 7, New York. *Personnel:* David Wilkes. *Products:* Flavors and extracts.

GRAND RAPIDS CABINET CO., 420 Alabama Ave., Grand Rapids, Michigan. *Personnel:* Edward M. Fritz, Robert W. Mann E. M. Crane, G. R. Lorch, C. A. Fowler, A. E. Buck. *Products:* Complete retail store layouts and equipment, including soda fountains, display cabinets, booths, etc.

S. GUMPERT CO., INC., Jersey Ave., Jersey City, New Jersey. *Personnel:* Howard Janover, Lew Schall, C. G. Ort, Ray Bizot, T. W. Knowlton, Jess Londauer, L. R. Jacobs,

J. H. Messner, John McKendry, Carlton Whitney, Lester Robin. *Products:* Fruits, flavors, extracts, colors, soda fountain products, winter ice cream specialties. *Headquarters:* Knickerbocker. **BOOTH C-65**

G. P. GUNDLACH & CO., 1201 W. 8 St., Cincinnati, Ohio. *Personnel:* G. P. Gundlach, C. W. Esmond, G. B. Gundlach, Jr., and sales representatives. *Products:* Advertising displays, merchandising and research aids and allied products. *Headquarters:* Palmer House. **BOOTH C-60**

HANKINS CONTAINER CO., 3044 West 106 St., Cleveland 11, Ohio. *Personnel:* R. T. White and representatives. *Products:* Corrugated sleeves and materials for insulated packages.

HAYSEN MFG. CO., Sheboygan, Wis. *Personnel:* Ralph Russell. *Products:* Automatic wrapping machines for insulated ice cream packages; Automatic accumulator and bundle wrapper.

HELMCO-LACY, INC., 1215 W. Fullerton Ave., Chicago 14, Illinois. *Personnel:* F. H. Lacy, Jr., and H. E. Lacy. *Products:* Fountainette, fudge warmers, hot cups and service stations.

C. V. HILL & CO., INC., Trenton 1, N. J. *Personnel:* A. K. Thornley, Jr., C. V. Hill, Jr., J. Williams. *Products:* Ice cream display cabinets.

HINES-PARK FOODS, Ithaca, New York. *Personnel:* Roy Park, James Black. *Products:* Franchises for Duncan Hines ice cream. *Headquarters:* Congress.

HOOTON CHOCOLATE CO., 339 North Fifth St., Newark 7, New Jersey. *Personnel:* Eugene J. Teal, Lloyd S. Fiscus, Frank Wolf. *Products:* Chocolate coatings for ice cream novelties; flavors and cocoa powders for ice cream. *Headquarters:* Palmer House. **BOOTH I-36a**

HORNER SALES CORP., 7500 Felicia Way, Pittsburgh 8, Pennsylvania. *Personnel:* E. E. Horner, and representatives. *Products:* Stabilizers and emulsifiers, A-C mineral salts.

THE HUBINGER CO., Keokuk, Iowa. *Products:* Corn syrup solids, corn syrup unmixed. **BOOTH D-15**

HUDSON MANUFACTURING CO., 6310 Lincoln Ave., Morton Grove, Illinois. *Personnel:* Robert Lamson, Jr. *Products:* Vanillas. **BOOTH B-52**

HUDSON-SHARP MACHINE CO., Green Bay, Wis. *Personnel:* C. A. Wetli. *Products:* Campbell automatic wrapper for ice cream bars, stick novelties, frozen custards.

HUSSMANN REFRIGERATION, INC., Hussmann Bldg., St. Louis 6, Mo. *Products:* Ice cream display cases.

ICE COOLING APPLIANCE CORP., Morrison, Ill. *Personnel:* M. F. Kottmeier. *Products:* Kold-master ice cream cabinets.

ICE CREAM FIELD, 19 W. 44 St., New York 18, N. Y. *Personnel:* Howard B. Grant, Alex E. Freeman, Louis Tranzillo, Jr., Jay M. Sandler, Sidney M. Maran, Dr. C. D. Dahle. *Products:* Yearbook Edition, statistical and marketing information, Idea Digest. *Headquarters:* Congress. **BOOTH C-31**

ICE CREAM NOVELTIES DIV., 601 West 26 St., New York 1, N. Y. *Products:* Ice cream novelty equipment and supplies. **BOOTH A-81**

ILLINOIS BAKING CORP., 2230 S. Union Ave., Chicago 16, Illinois. *Personnel:* Max Goldberg, Seymour Graham, Sidney Graham, and sales representatives. *Products:* Safe-T cones and cups, dispensers and flavor-board boxes.

INSULATED CLOTHING MFG. CO., 33 E. 38th St., New York 16, N. Y. *Personnel:* Walter Beard. *Products:* Complete line of insulated cold-room clothing.

JIFFY MANUFACTURING CO., 360 Florence Ave., Hillside, New Jersey. *Personnel:* Jack MacDonald, and representatives. *Products:* Jiffy insulated bags, boxes, pads. Also electric dry icer. **BOOTH D-87**

ROBERT A. JOHNSTON CO., 4023 W. National Ave., Milwaukee 1, Wis. *Personnel:* W. G. Manchot and sales representatives. *Products:* Chocolate and butterscotch ice cream bar coatings and flavors; Johnston sundae toppings. **BOOTH C-85**

KARI-KOLD CO., 263 Briarwood Ave., S. E. Grand Rapids, Michigan. *Personnel:* Grant Lorch. *Products:* Refrigerated cabinet for truck deliveries. *Headquarters:* La Salle. **BOOTH B-44a**

KELCO CO., 31 Nassau St., New York 5, N. Y. *Personnel:* S. E. Briggs, A. K. Saiselin, R. O. Davison, H. T. Raup, H. E. Coleman, W. R. Kiely, D. E. Clark, J. R. Moss, L. F. Napels, J. K. Martell, I. L. Blanchard, W. B. Freedlund, L. H. Kerber, M. L. Lamphere, T. V. O'Connell, J. B. Shourt, J. D. Young, W. J. Dickey, E. M. Benz, H. R. Kosky, Dr. A. B. Steiner. *Products:* Stabilizers and Emulsifiers. *Headquarters:* Congress. **BOOTH C-20**

FRANCE E. KELLOGG CO., 121 N. Broadway, Milwaukee 2, Wisconsin. *Personnel:* R. B. Abrams and representatives. *Products:* Vanillas. **BOOTH D-33a**

KENCO PRODUCTS CORP., 329 E. 28th St., New York 16, N. Y. *Personnel:* N. I. Tall. *Products:* Plastic fountain jars.

KEYSTONE WAGON WORKS, 2nd & Norris Sts., Philadelphia 22, Pennsylvania. *Personnel:* George Friedrich and sales representatives. *Products:* Refrigerated truck bodies.

KING CO., 902 North Cedar St., Owatonna, Minnesota. *Personnel:* George A. M. Anderson, Paul W. Anderson, W. H. Haskell, Robert D. Nelson, Robert R. Rowley, Ralph Karnett, Hjalmer J. Johnson, David M. Nelson. *Products:* Freeze systems, product coolers, industrial ventilation, air conditioning. *Headquarters:* Congress and LaSalle. **BOOTH D-38**

H. KOHNSTAMM CO., INC., 89 Park Place, New York, N. Y. *Personnel:* Robert Pulver, Justin Pulver, Carroll Biddison, E. M. Moss, and reps. from all other branch offices. *Products:* Certified food colors, complete line of flavoring extracts. *Headquarters:* Ambassador. **BOOTH B-64**

KOLD-HOLD MANUFACTURING CO., 735 E. Hazel St., Lansing, Michigan. *Personnel:* Mrs. L. S. Worthington, E. A. Thiele. *Products:* Refrigerating plates. **BOOTH D-92**

KRAFT FOODS CO., 500 Peshtigo Court, Chicago 90, Illinois. *Personnel:* Paul McCombs and sales representatives. *Products:* Stabilizers. **BOOTH D-33b**

LE ROY FOODS, INC., 290 South Fifth St., Brooklyn 11, New York. *Personnel:* Hyman Badner, Jerry Jermak, Floyd Marx, Rufus Vaughan, Al Beckmann, Joe Cox, Nat Ross, Sol Wohl, Sam Richenberg, Jack Humphreys, Sam Nygood, Al Kapan, W. C. Sowell, Jack Le Vine, Jake Slitzan, T. C. Schenk, George Burry, E. G. Hufnagel, T. Sterck, Jack Schwartz, Alfred Sobel, Miss Flora Saloway, Mrs. M. B. Flood. *Products:* Prepackaged ice cream sandwiches, prepackaged ice cream slices, Twin Mix Stabilizer, Big Treat and Long Treat ice cream sandwiches, novelty supplies. *Headquarters:* Morrison. **BOOTH A-12**

LILY-TULIP CUP CORP., 122 E. 42 St., New York, N. Y. *Personnel:* W. J. Bergman, F. K. Doscher, R. H. McKenna, E. H. Sonderman, Dan Mahony, E. C. Scully, N. J. Lebharr, G. V. Flaherty, C. J. Keating, George Austin, K. R. Butts, J. E. Nicholson, Richard Philpott; Also T. A. Schilling, Fred Smith, Phil Tinney, T. E. Heidentreich, C. O'Brien, J. Carter, F. Barr, B. Coumans, J. Cole, B. Kittle, E. DeLuna, H. Blann, L. Ellis, E. Quist, G. Rowley, G. Yost, A. Anderson, E. Irwin, H. Lorentz, R. Coats. *Products:* Nestrite ice cream containers, Lily cups, straws, dishholders and dispensers. *Headquarters:* Congress. **BOOTH D-63**

LIMPET BROTHERS, INC., Vineland, New Jersey. *Personnel:* John Limpert, Gregory Limpert, Bob Limpert and sales representatives. *Products:* Fruits and flavors, sundae toppings, flavoring extracts and vanillas. *Headquarters:* Palmer House. **BOOTH C-46**

LIQUID CARBONIC CORP., 3100 S. Kedzie Avenue, Chicago 23, Illinois. *Personnel:* M. L. Finneburg and sales representatives. *Products:* Soda fountains. **BOOTH A-107**

LLOYD DISHER CO., 250 W. Cerro Gordo St., Decatur, Ill. *Personnel:* W. R. Lloyd. *Products:*

Plastic ice cream scoops for promotions.

THE JOE LOWE CORP., 601 W. 26 St., New York 1, N. Y. *Personnel:* Joe Lowe, L. W. Von Losberg, Norman Thomas, Arthur Ensler, Harold Price, Morris Davis, Wm. Springer, Wm. Kay, Wm. Bishop, Hal Radin. *Products:* "Popsicle," "Fudgsicle," "Creamsicle," frozen stick confections, equipment, packaging and bagging materials. Also chocolate coatings, stabilizers, emulsifiers, and flavors. *Headquarters:* Congress. **BOOTH A-60**

LUDWIG-LOCKHART CO., 318 N. Third St., Minneapolis 1, Minnesota. *Personnel:* James Lockhart and representatives. *Products:* Equipment and supplies for macaroon ice cream rolls.

LYNCH CORP., Packaging Machine Div., Toledo 1, Ohio. *Personnel:* R. L. Sears, John Leslie. *Products:* ICS automatic ice cream sandwich wrapping machine. **BOOTH B-40**

S. H. MAHONEY EXTRACT CO., 221 E. Cullerton Rd., Chicago 16, Illinois. *Personnel:* Sally H. Mahoney, Ed McCormack and others. *Products:* Vanillas. *Headquarters:* Congress. **BOOTH A-29**

MALT-A-PLENTY, INC., 1635 E. 11th St., Tulsa, Oklahoma. *Personnel:* Harry B. Burt and others. *Products:* Malt-A-Plenty ice milk dairy drink.

MANN'S CANDIES, 3970 N. Mission Rd., Los Angeles 31, California. *Personnel:* Adolph Mann. *Products:* Ice cream candies.

MARATHON CORP., Menasha, Wisconsin. *Personnel:* Walter Dixon, Owen Lyons, P. R. Rundquist and sales representatives. *Products:* Ice cream cartons. **BOOTH A-95**

MARLO COIL CO., 6135 Manchester Ave., St. Louis, Missouri. *Personnel:* Caesar and Angelo Marlo, Lou Pelligrini, and sales representatives. *Products:* Refrigerating equipment.

MASSEYS VANILLAS INC., 1214 Webster Ave., Chicago 14, Illinois. *Personnel:* R. J. Massey, C. J. Neilsen. *Products:* Vanillas. **BOOTH I-24b**

- MATHIESON CHEMICAL CORP.**, Mathieson Bldg., Baltimore, Maryland. *Personnel:* George Armstrong, John Schmertz and sales representatives. *Products:* Dry ice, cleansers and sanitizing materials. **BOOTH C-19**
- MCCARTHY FRUIT PRODUCTS**, 1715 Church St., Evanston, Ill. *Personnel:* Edmond McCarthy, Wayne Wilke and sales representatives. *Products:* Ice cream fruits and flavors.
- MCGRAW CHEMICAL CO.**, 831 S. Wabash Avenue, Chicago, Illinois. *Personnel:* Ralph Balch and sales representatives. *Products:* Emulsifiers. **BOOTH C-19**
- MEESE, INC.**, 600 W. Main St., Madison, Indiana. *Personnel:* Dave Meese, V. M. Hooton, G. C. Lewis, G. O. Daniels. *Products:* Insulated shipping containers. *Headquarters:* Pearson. **BOOTH B-69**
- R. K. MERRITT & ASSOCIATES**, 40 S. Los Robles, Pasadena 1, California. *Personnel:* R. K. Merritt. *Products:* Transparent cabinet lids; superstructures and display units; ice cream scales.
- MEYER BODY CO.**, 216 Elm St., Buffalo, New York. *Personnel:* L. F. Meyer. *Products:* Refrigerated truck bodies. **BOOTH B-18**
- MEYERCORD CO.**, 5323 W. Lake St., Chicago 44, Illinois. *Products:* Decalcomanias.
- DAVID MICHAEL & CO., INC.**, 3743 "D" St., Philadelphia 24, Pennsylvania. *Personnel:* Walter Rosskam, Robert Rosenbaum, Eli Rosenbaum and sales representatives. *Products:* Michael's Mixevan and other vanillas. **BOOTH A-13**
- MIDDLE WEST DISPLAY & SALES CO.**, 1635 W. Melrose St., Chicago, Illinois. *Personnel:* Verne Besser. *Products:* Superstructures, color Trans-Photos, color transparencies, Plastiform signs, Display-Mobiles.
- JOSEPH MIDDLEBY, JR., INC.**, 327 Summer St., Boston 10, Mass. *Personnel:* Roger W. Sherman. *Products:* Ice cream flavors, fruits and sauces.
- R. G. MOENCH & CO., INC.**, 11 Park Place, New York 17, N. Y. *Personnel:* L. N. Cohan, R. G. Moench and sales representatives. *Products:* Emulsifiers and stabilizers. **BOOTH A-42**
- MOJONNIER BROTHERS CO.**, 4601 W. Ohio St., Chicago 44, Illinois. *Personnel:* T. Mojonnier, John Mojonnier and representatives. *Products:* Dairy and ice cream equipment. **BOOTH C-106**
- MORRIS PAPER MILLS**, 135 S. LaSalle St., Chicago 3, Illinois. *Personnel:* H. C. Campbell, L. A. New and sales representatives. *Products:* Paper ice cream cans. **BOOTH A-20**
- MORSE DECALS, INC.**, 1215 E. 14 St., Los Angeles 21, California. *Personnel:* Robert Morse and sales representatives. *Products:* Decalcomanias.
- JOHN H. MULHOLLAND CO.**, Milford, Delaware. *Personnel:* H. H. Mulholland, H. H. Mulholland, Jr., C. M. Welch, Howard Black, R. E. MacFarland, Richard Lapat and sales representatives. *Products:* Wooden ice cream spoons. **BOOTH C-61**
- MULHOLLAND-HARPER CO.**, 5820 Tacony St., Philadelphia 24, Pennsylvania. *Personnel:* Howard Black, Richard Lapat, Harry H. Mulholland, H. H. Mulholland, Jr., Dewees F. Showell, C. M. Welch, Charles Conover. *Products:* Advertising signs and displays. **BOOTH C-61**
- MURPHY BODY WORKS, INC.**, Herring Ave., Wilson, North Carolina. *Personnel:* W. H. Murphy, Douglas E. Murphy, Harvey W. Murphy. *Products:* Refrigerated truck bodies. **BOOTH B-21**
- NASH-KELVINATOR CORP.**, 14250 Plymouth Rd., Detroit 32, Michigan. *Personnel:* H. C. Patterson, D. H. Carter, H. J. Priest, W. C. Mayfield, C. K. Godfrey, T. McMillan, L. W. Klein, G. E. Berres, H. B. Johnson, A. P. Hawkins, L. G. Collins, C. K. Snyder, F. W. Topping, H. J. Priest. *Products:* Ice cream merchandising cabinets, standard cabinets, condensing units. **BOOTH C-98**
- NATIONAL PECTIN PRODUCTS CO.**, 2656 W. Cullerton St., Chicago 8, Illinois. *Personnel:* Frank J. Tyler, Otis Ross. *Products:* Pectin stabilizers, emulsifiers and ingredients for ice cream. **BOOTH D-94**
- C. NELSON MANUFACTURING CO.**, 4016 N. Union Blvd., St. Louis, Missouri. *Personnel:* J. L. Nelson, C. W. Nelson and sales representatives. *Products:* Ice cream cabinets and fountain equipment. **BOOTH C-84**
- NESTLE CO., INC.**, *Personnel:* Thomas F. Corrigan, Geo. W. Clapper, Frank S. Barbaro, John E. Clarke, J. O. Grombach, John E. Conley, Harry S. Watts, Harry H. Stetzer, Ross A. Fife, A. L. Shirley, Gordon Lamont, M. H. Saxe. *Products:* Chocolate coatings, ice cream flavors, cocoas, liquors, chocolate chip. *Headquarters:* Congress. **BOOTH A-105**
- NEWLY WEDS BAKING CO.**, 220 E. 25 St., Chicago, Illinois. *Personnel:* Paul Angell, William Benn and sales representatives. *Products:* Ice cream cake rolls, packaging and equipment.
- NORTHVILLE LABORATORIES, INC.**, 501 Fairbrook Ave., Northville, Michigan. *Personnel:* C. E. Langfield, William B. Hager and sales representatives. *Products:* Vanillas, flavors, extracts, toppings. *Headquarters:* Palmer House. **BOOTH C-45**
- NULOMOLINE DIVISION**, 120 Wall St., New York 5, N. Y. *Products:* Liquid sugar.
- LEO OVERLAND**, 1 Park Place, New York, N. Y. *Personnel:* Leo Overland, Stanley Overland. *Products:* Novelties. *Headquarters:* Webster Hotel, Lincoln Park, W.
- PANGBURN CO., INC.**, 1301 W. Seventh St., Fort Worth, Texas. *Personnel:* I. C. Parker, Frank Dark and sales representatives. *Products:* Candy and nut brittle and flakes, advertising materials. **BOOTH B-79**
- PAPER-PAK, INC.**, 567 Michigan Ave., Buffalo 3, N. Y. *Personnel:* H. F. Duffin. *Products:* Complete supplies for Squeeze Cups; packages and packaging equipment.

PENNCO, INC., 210 N. Broad St., Philadelphia 7, Pennsylvania. *Personnel*: J. Jack Ernst, J. J. Ernst, Jr. *Products*: Bob-ette syrup and crushed fruit dispensers, ice cream cabinets, superstructures, lids.

CHARLES A. PETERSON CO., 917 Carnegie Ave., Cleveland 15, Ohio. *Personnel*: Charles A. Peterson and Dave Sankey. *Products*: Nut-meats for ice cream.

PINEAPPLE GROWERS ASSN., 215 Market St., San Francisco, Cal. *Products*: Pineapple products for ice cream.

POLAK & SCHWARZ, 667 Washington St., New York, N. Y. *Personnel*: Cliff Jackson, Charles Fricke, and sales representatives. *Products*: Ice cream flavors and extracts.

PRINCE CASTLE SALES DIVISION, LaSalle Wacker Bldg., Chicago, Illinois. *Personnel*: Ray Kroc and sales representatives. *Products*: Electric mixers, and scoops.

RAMSEY LABORATORIES, Lisbon Rd. and Evins Ave., Cleveland 4, Ohio. *Personnel*: R. J. Ramsey, Frank Giblin, Al Larimer, W. C. Stanley, Carl E. Haradine, Fred M. Ramsey. *Products*: Fruits and flavors, bases. *Headquarters*: Morrison. **BOOTH D-30**

REFINED SYRUPS & SUGARS, INC., Yonkers, New York. *Personnel*: D. V. Wadsworth, Ira Parnes and sales representatives. *Products*: Liquid sugar.

RESCOR CORP., 19 W. 44th St., New York, N. Y. *Personnel*: Charles Q. Sherman, Bernard Sherman. *Products*: Flush defroster for soda fountains, ice cream and frozen foods cabinets.

REYNOLDS ELECTRIC CO., 3000 River Rd., River Grove, Ill. *Personnel*: R. Schmitke. *Products*: Reco fly chaser fan.

RICHARDSON CORP., 1069 Lyell Ave., Rochester, New York. *Products*: Fruits and flavors.

ROBBINS & BURKE, INC., 29 Lansdowne St., Cambridge, Massachusetts. *Personnel*: George Beers, Cliff Arnold. *Products*: Refrigerated truck bodies.

S & S CONE CORP., 537 Tiffany St., New York 59, N. Y. *Personnel*: Morrie and Maurice Yohai, Harry Gelke, Neil Whitlock, Dave Berdy, Charles Taylor, Ben Lichter. *Products*: Ice cream cones and cups. *Headquarters*: Morrison. **BOOTH I-24a**

C. F. SAUER CO., 2000 W. Broad St., Richmond, Virginia. *Products*: Vanillas.

SAVAGE ARMS CORP., Utica 1, New York. *Personnel*: Wes Vogel, J. Swisher. *Products*: Ice cream merchandising cabinets and standard cabinets. **BOOTH D-53**

SCHAEFER, INC., 801 N. Washington Ave., Minneapolis, Minnesota. *Personnel*: B. W. Hanson, Elton Hess, Henry Poffenberger, Morty Ackerman, Fred Staehle, Dick Newman, Jess Kaiser, Gordon Wright, Francis Toohey, Merv Symons, Bart Rose, George Jutras. *Products*: Ice cream and frozen food cabinets, Pak-A-Way home freezers, milk coolers, merchandising superstructures. **BOOTH D-55**

SCHMIDT LITHOGRAPH CO., 461 2nd St., San Francisco 7, California. *Personnel*: Kenneth W. Verling, Gordon Merkel, Eric Schultz, John LaMonte. *Products*: Syndicated point-of-sale lithographed material.

SCHNABEL CO., 10th and Muriel Sts., Pittsburgh 3, Pennsylvania. *Personnel*: Ray Mansmann, Barr Cannon and sales representatives. *Products*: Refrigerated truck bodies. **BOOTH C-88**

SCOOP-RITE CO., 788 Wilde St., Detroit, Michigan. *Personnel*: Mr. and Mrs. Theodore Maxwell. *Products*: Scoops and shades for fountain and promotion use, dispenser's.

SEALRIGHT CO., Fulton, New York. *Personnel*: E. W. Skinner, John L. Dolphin, R. Reid McNamara, R. F. Smith, J. R. Murray, S. J. Whitehouse, Flavel Payne, Everett Freud, Gordon Phillips, James Sheek, Charles Thompson, Donald Jeffery, Richard Murray, Edmund Watters, Herschel Cutler, C. E. Rondomanski. *Products*: Nestle containers, Sealright cups, bulkan boxes, packaging machines. *Headquarters*: Palmer House. **BOOTH A-54**

SELIGMAN CANDY CO., 1610 105th Ave., Oakland, Cal. *Personnel*: Joseph J. Seligman. *Products*: Midget marshmallows, bar crunch, liquid marshmallow, chocolate ice cream paste, caramel coconut macaroon.

SHERMAN PAPER PRODUCTS CORP., 156 Oak St., Newton Upper Falls 64, Massachusetts. *Personnel*: Arthur Lytle and representatives. *Products*: Corrugated sleeves and materials for insulated packages.

SHORE MACHINE CORP., 455 W. 45 St., New York, N. Y. *Personnel*: Al Kardos and sales representatives. *Products*: Ice cream dishes, spades and box holders.

J. HUNGERFORD SMITH CO., 410 N. Goodman Street, Rochester, New York. *Personnel*: Roy M. Warren and sales representatives. *Products*: Fruits, nuts and flavors. **BOOTH A-88**

SMITHCO, INC., 705 Jefferson Bldg., Peoria 2, Ill. *Personnel*: Charles C. Smith. *Products*: Ice cream vending machine.

SMITH-WERNER CO., 610 Santa Fe Drive, Denver 4, Colo. *Personnel*: Ross Dunshee. *Products*: Serv. All fountains for ice cream cabinets.

R. W. SNYDER CO., 73 S. Monroe St., Battle Creek, Michigan. *Personnel*: Jason Bloomberg and sales representatives. *Products*: Stabilizers, fruits and flavors. **BOOTH C-34**

MORRIS SOFFE & SON, 170 W. Berks St., Philadelphia, Pennsylvania. *Personnel*: Mrs. M. Soffe and sales representatives. *Products*: Refrigerated truck bodies.

A. E. STALEY MANUFACTURING CO., Decatur, Illinois. *Personnel*: H. Roszell. *Products*: Sweet-ose and corn syrup unmixed.

STANDARD FRUIT PRODUCT CO., 208 Main St., Cincinnati, Ohio. *Personnel*: Joseph Kniffen. *Products*: Fruits, flavors, specialty items.

WILLIAM J. STANGE CO., 342 N. Western Ave., Chicago 12, Ill. *Personnel*: F. K. Koepke, H. P. Smith. *Products*: N.D.G.A. anti-oxidant. **BOOTH I-26c**

STEIN, HALL & CO., INC., 285 Madison Ave., New York, N. Y. *Personnel:* Herbert J. Goldfrank, Sanford Werbin, Joseph M. Richmond, Robert Becker, Daniel Lipman, Kenneth Arnold, Jack Umpleby, Robert Strasser, Chas. Atkeson, Arnold Fogerty, Arnold Sutherland. *Products:* Stabilizers. *Headquarters:* Congress. **BOOTH B-58**

STERWIN CHEMICALS, INC., 1450 Broadway, New York 18, N. Y. *Personnel:* P. Val Kolb. *Products:* Food colors, vanillin, industrial germicides.

SUGAR INFORMATION, INC., 52 Wall St., New York, N. Y. *Personnel:* Neal Kelly. *Products:* Information on sugar for ice cream.

SUTHERLAND PAPER CO., Kalamazoo 4, Michigan. *Personnel:* Rex Paxton, J. T. Kirkpatrick, C. T. Wilson, Richard Kasson, L. J. Moore, L. J. Wetherbee, Hal Houghton, C. A. McClellan, R. C. Rinehart, A. C. Eppler, R. G. Neff, E. H. Helfrich, W. E. Wilson, C. T. Hubbell. *Products:* Ice cream cartons, pails, cups, paper cans, spoons, plates, and napkins. *Headquarters:* Congress. **BOOTH D-99**

SWEDEN FREEZER MANUFACTURING CO., 1140 W. 53rd St., Seattle 7, Washington. *Personnel:* Harvey F. Swenson, C. L. Burton, David A. Ballard, Ray F. Strand, Herb R. Howell, Joe C. Kranker, Toddo Irolla, Don W. McManus, H. Glenn Starr, Lawrence McGrath, John Bartee. *Products:* Ice cream freezers. *Headquarters:* Knickerbocker. **BOOTH B-73**

SWIFT & CO., Union Stockyards, Chicago, Illinois. *Products:* Ice cream stabilizers.

THERMACOTE CO., 301 Mt. Pleasant Ave., Newark, New Jersey. *Personnel:* Robert Vaillancourt, Richard Vaillancourt, Edward F. Joyce, George M. Bollinger, Edward J. Schaffer. *Products:* Transparent cabinet lids, superstructures. *Headquarters:* Morrison.

TEC CORP., 1325 N. Capitol St., Indianapolis, Indiana. *Products:* Retail delivery insulated shipping container.

TYLER FIXTURE CORP., Niles, Michigan. *Personnel:* Robert Tyler, Joseph Hennion. *Products:* Ice cream and dairy display cabinets.

VANILLA LABORATORIES, INC., 86 White St., Rochester 1, New York. *Personnel:* W. C. Chapin, L. W. Chapin, and sales representatives. *Products:* Vanillas. **BOOTH B-80**

VAN LEER CHOCOLATE CORP., 110 Hoboken Ave., Jersey City, New Jersey. *Personnel:* L. K. Van Leer, W. C. Rich and sales representatives. *Products:* Chocolate coatings, liquors and chips.

VENDO CORP., 7400 E. 12 St., Kansas City 3, Missouri. *Personnel:* Alex Izzard and sales representatives. *Products:* Automatic vending equipment. **BOOTH A-103**

VIRGINIA DARE EXTRACT CO., Bush Terminal Bldg. #10, Brooklyn, New York. *Personnel:* Henry A. Kellerhals, Lloyd E. Smith, Clarke E. Davis, John Hegarty, E. D. Wolfram. *Products:* Flavoring extracts, emulsions, colors. *Headquarters:* Croyden. **BOOTH I-22a**

VITAFREZE EQUIPMENT, INC., 6601 Eastern Ave., Sacramento, California. *Personnel:* M. B. Rasmusson, C. D. Letts, Vahan Eghoian, Robert Betschart. *Products:* Novelty and packaging equipment, sealing unit. *Headquarters:* Congress.

WEBER SHOWCASE & FIXTURE CO., INC., 5700 Avalon Blvd., Los Angeles, California. *Personnel:* Cal Coleman, John Kelleher, Jack Whitted, Milton Koch, Fred Schulz, Ray Legg. *Products:* Soda fountains and cabinets. *Headquarters:* Morrison. **BOOTH C-59**

THE WEILLER CO., Castor Ave. & Amber St., Philadelphia, Pennsylvania. *Personnel:* Eugene W. Weiller, Ben Menin, Pauline Silver, Jack W. Semsler, Thos. W. Jacobson, John P. White, Richard K. Simon, Fred M. Simon, Jr., James E. Marley, Richard J. Binney, H. E. Slade. *Products:* Point-of-sale displays. *Headquarters:* Palmer House. **BOOTH A-41**

MARY WELCH SPECIALTIES, 900 N. Michigan Ave., Chicago, Illinois. *Products:* Fruits and flavors.

WHITE MOTOR CO., 842 E. 79 St., Cleveland 1, Ohio. *Personnel:* J. N. Bauman, H. R. Stickel, W. L. Henry, Earl A. Groudel, Norman G. Schacht. *Products:* Motor trucks, including White 3000. **BOOTH B-87**

WHITNEY BROTHERS, INC., 34-38 Farnsworth St., Boston, Massachusetts. *Personnel:* Philip R. Byrne. *Products:* Insulated bags.

WHITSON PRODUCTS, 350 Madison Ave., New York 17, N. Y. *Personnel:* G. H. Stuart, K. F. Rolph, E. W. Crandall, B. C. Russell, R. W. Major, F. S. Strong, C. B. Wells, Jr., Dr. C. Koerver. *Products:* Stabilizers, emulsifiers, egg products. *Headquarters:* Palmer House. **BOOTH C-55**

WILBUR-SUCHARD CHOCOLATE CO., INC., Lititz, Pennsylvania. *Personnel:* C. S. Grube and sales representatives. *Products:* Chocolate flavors and coatings. **BOOTH B-62**

WISNER MANUFACTURING CORP., 122 Hudson St., New York 13, N. Y. *Personnel:* R. D. Britton and sales representatives. *Products:* Dairy and ice cream equipment. **BOOTH B-16**

WORKSMAN TRADING CORP., 446 Adelphia St., Brooklyn 17, New York. *Personnel:* Irving Worksmen, Joseph Worksmen, Morris Worksmen and sales representatives. *Products:* Ice cream tricycles, push cycles, carts, and vending boxes. **BOOTH I-41d**

B. YOUNG & CO. OF AMERICA, LTD., 274 Madison Ave., New York 16, N. Y. *Personnel:* Norman Dearing, Henry Flaherty, Wm. Jamieson, W. Gerrard. *Products:* Spa Gelatin stabilizer. *Headquarters:* Palmer House.

ZEROLL CO., 2410 Robinwood Ave., Toledo, Ohio. *Personnel:* Ralph B. Kelly and sales representatives. *Products:* Ice cream dippers and spades. **BOOTH B-61**

The Readers Ask:

TECHNICAL PROBLEMS



By DR. C. D. DAHLE

Technical Editor, Ice Cream Field

Using Frozen Skimmilk?

We appreciate very much your letter relative to the freezing of plain condensed skim, and we think we will try it this year.

Do you have any recommendations as to the amount to be used in mix, as compared with the percentage of solids obtained from fresh condensed or powder? We would plan to use all ours within 3 or 4 months from the time of storage.

Incidentally, would milk powder be apt to have a high thermophillic count or do the high temperatures involved prevent this?

Answer

You can use frozen condensed skimmilk to substitute for all the fresh condensed skimmilk. We have been doing this for years and since you are going to hold yours for only three of four months, I know you will have good luck. Be sure to use the temperatures I mentioned sometime ago. Do not exceed these temperatures, and you will have good luck.

Milk powder should not give you a high thermophillic or

thermophillic count because, in most cases, the temperature involved in making the skimmilk powder should take care of this question. However, if you are using low heat products, the heat may not be sufficient to do away with all of these organisms, but they certainly should not multiply in the dry skimmilk because of the low moisture content of this powder.

Ice Milk Formula?

Can you suggest an ice milk formula? What overrun should one expect?

Answer

You did not send a list of the ingredients you have on hand; therefore, I cannot give you a formula completely. I suggest that you make your ice milk from 5% fat, 13% serum solids, 15% sugar, 0.4% stabilizer or more. The amount of stabilizer depends on what you now are using in ice cream and I would step it up just a little bit.

If you are going to put this out in packages, I would not take over 70% overrun. If you are going to serve it soft from a freezer, I would take about 30 to 40% overrun.



sales

sweeteners

ICE CREAM BAR CRUNCH

Caramel flavored candy for Ice Cream Bars and Novelties. More economical than nuts.

MIDGET MARSHMALLOWS

for "Rocky Road" Ice Cream. Finest quality, 650 to the pound, for good distribution in your Chocolate Ice Cream. Consistently uniform size, quality.

HAGUE CHOCOLATE ICE CREAM PASTE

Made with Blooker's imported Cocoa. Time-and-money-saver.

SELIGMAN CANDY COMPANY

SELIGMAN CANDY COMPANY - 1510 - 105TH AVENUE, OAKLAND 3, CALIF.

Write for liberal working samples—free and prepaid!

Pennsylvania Law?

Please advise the approximate number of eggs that is required to be added to five gallons of ice cream mix to comply with the Pennsylvania law regarding custard ice cream.

Answer

It is difficult to state the exact number of eggs to be added to five gallons of ice cream mix, but the law states that the custard mix must contain 1.4% dried egg yolk solids. This means that the eggs used must be converted to egg yolk solids.

We used to figure about five dozen of good sized eggs would make one pound of dried egg yolk; so if you wish to have a custard on the basis of dried egg yolk, it would take about seven dozen eggs to give the equivalent of 1.4 pounds of dried egg yolk in 100 pounds of mix. In a five-gallon can of mix, it would take three and one-quarter dozen (3.22) for your five gallons of mix when one figures 9.2 pounds per gallon.

"Churning" Problem?

We are completely stumped on the problem of prevention of so-called "churning" of mix in low temperature, low overrun, "soft" ice cream freezers.

We have found higher homogenizing pressures are some help and we are now using 800 pounds, 2nd stage and 2,700 pounds, 1st stage or a total of 3,500 pounds. We have also

PRODUCTION PROBLEMS?


If there's anything awry in your production room, perhaps Dr. Dahle can provide the solution to the problem. Address him c/o ICE CREAM FIELD, 19 West 44 Street, New York, 36, New York.

found some evidence that emulsification aids "churning." The state standards limit us to 10% fat but we have tried varying percentages of s.s. unsuccessfully as well as varying percentages of stabilizer. We have not varied the sugar from 14%.

Answer

When you are running a 10% mix with the so-called "soft ice cream" machines, there is a tendency for churning if the machine operates on automatic for any great length of time. If the machine you have refrigerates and whips while it is running on automatic, then you are in danger of churning most of the time. Some machines just turn the refrigeration on and do no whip during the automatic period or the "off" period.

One way to overcome the difficulty is to not use the automatic feature, but just shut the machine down and then every now and then go back to the machine and start it up about once every fifteen minutes. I think you will overcome a great deal of the churning by doing this. Homogenization pressures you are using are satisfactory and the stabilizer is not a factor either. Just don't whip and freeze too much on automatic, and you will not get much churning.



20' x 40' VAULT FOR SYLVAN SEAL MILK CO.
PHILADELPHIA, PENNA.

ONE OF MANY

This typical aluminum Armorpoly —15" to —20" 10,000 gallon Ice Cream Storage Vault is "One of Many" by Freezer Box Division. FBD rooms for indoor installations, any size or capacity.

Walk-In Coolers for milk and all dairy product storage.

Reach-In retail bulk ice cream freezers—12 Models from 100 to 500 gallons.

VISIT OUR DISPLAY BOOTH A-80
DISA SHOW — NAVY PIER — CHICAGO

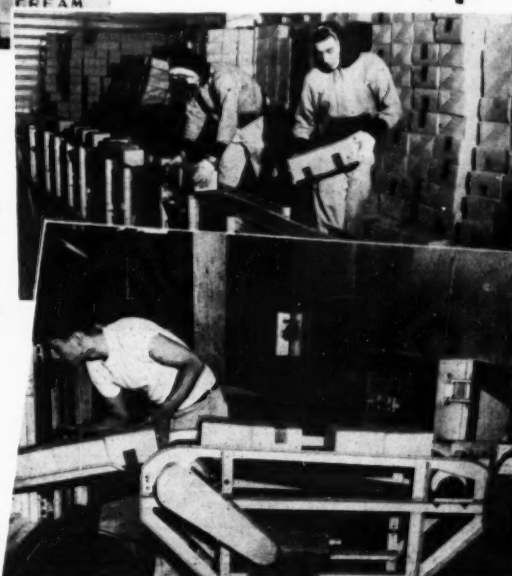
or

Write for catalogs and prices.

FREEZER BOX DIVISION

Annapolis Yacht Yard, Inc.

1700 WEST STREET ANNAPOLIS, MD.
Phone—Annapolis 2381



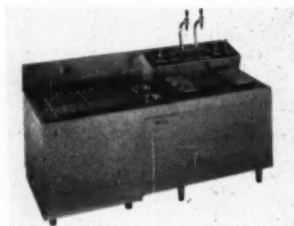
New Products

WIZ-SEAL



Wisner Manufacturing Corporation has announced the development of "Wiz-Seal" (patent applied for), a seal for sanitary joints. The stainless steel seal is made in two styles—the standard and the all-purpose for all sanitary connections. The manufacturer states that it is ideal for homogenizer and pump suction lines. It is available in sizes for 1", 1½", 2", 2½" and 3" lines. Additional details and literature are available on request.

FOUNTAIN UNIT



A new combination soda fountain unit designed for the buyer who requires full fountain service at low cost

1 is announced by the Grand Rapids Cabinet Company.

The fountain unit is all stainless steel with instantaneous, dry, soda and water cooling. The ice cream section can be 20, 30, 40 or 60-gallon capacity, as desired. It has stainless steel hinged lids, one-piece top and splash. Lids are 2/3 length to provide space for malted milk mixers on same level and directly to the rear of the hinged lids. The stainless steel running-water dipper vat, with faucet, and refuse chute are inserted in the top extension, thus eliminating joints. Refuse can is heavy metal, stainless steel faced, with handle.

COOLING TANK



An extensive line of farm cooling tanks is featured by the Girtan Manufacturing Company. A 300-gallon tank is pictured above.

The company also has developed a new milk pump. The impeller of this pump is designed to deliver a constant volume regardless of the head pressure under which it works. It requires no excess motor power to take care of added pressure when pumping at a low head.

The company has a full line of case

and mold washers, processing equipment and sanitary pipe cleaning equipment. Paul K. Girtan is President of the company.

CARNIVAL DISPLAY



The Weiller Company has developed an array of Sell-O-Vision point-of-sale materials designed to fit the pattern of present day merchandising methods. The Carnival Barker window display pictured here is one.

Carnival color and atmosphere, in constant motion, produce a striking window display. The brightly-garbed barker stands before a "Wheel of Fortune," which rotates each of the five suspended illustrations, held in upright position as the wheel turns, and moves them into the spot location. Size of the display is 39" x 40".

LABORATORY CATALOG

Operators of dairy products laboratories will be interested in the new forty-page laboratory catalog just issued by Cherry-Burrell Corporation. Under one cover they will find hun-

INFORMATION PLEASE

Your Firm Name.....

Address.....

Your Name.....

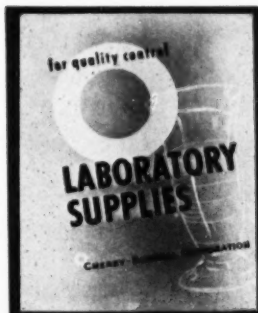
Your Title.....

To New Products Department,
Ice Cream Field
19 West 44 Street
New York 36, N. Y.

I would like to know more about the following New Products mentioned in the September issue.

(Print Identifying Numbers)

☐ ☐ ☐ ☐ ☐ ☐



dreds of items, both supplies and equipment, offered by leading manufacturers in this field. Included are Babcock testing equipment, microscopes, cultures, glassware, reagents, test kits, etc.

For small and medium sized plants, there is a page showing a drawing of a typical laboratory and listing basic equipment and supplies. A copy of this catalog can be obtained by writing to Cherry-Burrell Corporation.

FLORASYNTH ITEM

6

Florasynth Laboratories has developed formulas and flavoring material for use by ice cream manufacturers in producing frozen items made with vegetable fats. The company points out that the formulas represent the result of nine months of intensive research. Further details are available on request.

SI-FLO

7

Si-Flo, described by its manufacturer as a "high-fired" lustre-black glazed porcelain siphon that comes with two unbreakable tubes, has been placed on the market by the Golden Distributing Company. Since it fits all sizes of soda bottles and thereby facilitates the making of ice cream sodas in the home, ice

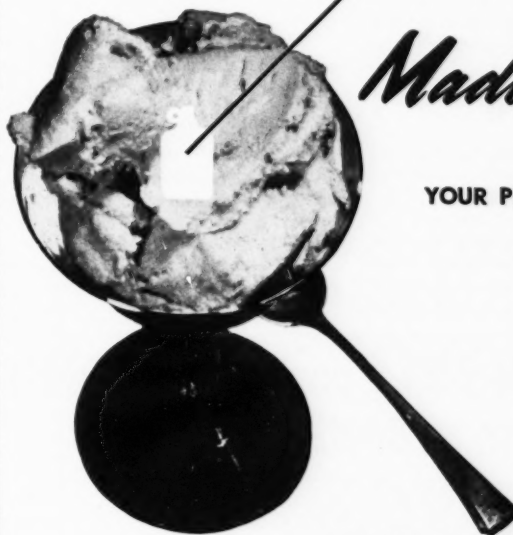


FOOD MATERIALS FLAVORS ARE



Made to fit

YOUR PRODUCT



Food Materials has always been keenly aware of the extra selling power that "just the right flavor" gives to an ice cream. That is why

Food Materials flavors are carefully tailored for the specific type of ice cream in which they are to be used . . . a practice which has consistently resulted in more sales for ice cream manufacturers who use Food Materials flavors.

Chances are that there is a Food Materials flavor tailored to fit your ice cream exactly.

If, however, your product presents some special requirements, Food Materials chemists will formulate the flavor that fits it perfectly.

May we submit our suggestions . . . without obligation?

Get the full story
on "made to fit" flavors
at BOOTH C-68,

DAIRY INDUSTRIES EXPOSITION

Chicago, September 22-27

FOOD MATERIALS CORPORATION

2521 West 48th St., Chicago 32



November Candidate for Your Successful Ice Cream Campaign

BUTTER-ALMOND

It's a spearhead flavor with a sales campaign to build sales for Butter Almond and all flavors. Write now for complete campaign plans.



G. P. Gundlach & Co. Cincinnati 3, Ohio

cream manufacturers are using it as part of combination sales, especially with half-gallon packages. Further details are available on request.

GLOBE PRODUCTS

8

Globe Extracts, Inc. has developed a new orange concentrate emulsion for use in frozen stick confections. This product, the result of research, is said to give the frozen confection an unusually strong and pure orange flavor. Two ounces is sufficient to flavor and color ten gallons of water ice mix.

This product is also suitable for pure sherbets and ices.

Information regarding this new product can be obtained by writing to the company.

ACE CABINETS

9

Three new low temperature, full vision display cabinets with capacities from 460 to 760 standard frozen food packages have been introduced by Ace Cabinet Corporation. A low wattage heating element installed in the rubber moulding around the front of the thermopane retards condensation.

Outside shell is constructed of all-welded steel, rust-proofed and finished with double-baked white enamel. Recessed toe space is finished in black. Top is stainless steel. Insulation is low thermal conductivity cork-board and rigid fibre glass, sealed against moisture and vapor infiltration.

BOBTAIL

10

Several new features mark the 1952 version of the Stanley Knight 6' 3" bobtail soda fountain.

Newly designed syrup pumps made

CUSTOM BUILT bodies by MURPHY . . .

See them at Booth B-21



1250 gallon all-steel body with cone compartment in rear. Self-contained freon compressor and hold-over plates provide efficient, economical refrigeration.

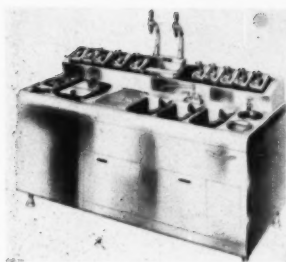
MURPHY BODY WORKS, INC.

Murphy Bodies are individually designed to meet your particular needs. Compare the refrigeration, payload, scientific design and weight of a Murphy Body with that of any other on the market.

You are cordially invited to visit us at the DISA Exposition, Booth B-21. See for yourself why more and more ice cream companies are choosing Murphy, the body that gives the most economical performance.

ICE CREAM AND MILK BODIES FOR THE DAIRY INDUSTRY

Telephone 3361
WILSON, NORTH CAROLINA



of stainless steel give instant service with accurate measurement. Pumps are fully adjustable and have large label knobs for quick identification.

The newly designed lift-out refuse container is all stainless steel. The line of bobtails all feature recessed corrugated drain areas. Sinks are of deep drawn stainless with radius corners and have no cracks or crevices.

Units feature "cold control" refrigeration and fully adjustable individual circuits to insure correct refrigeration. Further information is available from the Stanley Knight Corporation.

P-O-P MATERIALS

11



A new cabinet top merchandising superstructure is now being produced by William Melish Harris and Associates. Called the "Spot-Light Merchandiser," it has a plexiglas plastic face which is back-lighted by a thirty-six inch fluorescent tube. The superstructure may be used with Plastikolor-Pix. The display itself measures thirty-six inches wide by twenty-one inches high by four inches deep.

William Melish Harris also announces its new "Poppix" full color point-of-purchase display pictures currently being used in the Welch grape juice campaign. The plastic face of the picture presents a highly glossed finish which can be washed easily.

"Poppix" are made of a single piece of plastic with no lamination, and are unaffected by moisture, frost or condensation. They can be applied to the

face of ice cream cabinets, backbars, windows or mirrors, or they can be used in backlighted superstructures. They are made in sizes to fit almost all standard cabinet superstructures.

REFRIGERATION UNIT 12

A new system of truck and trailer refrigeration has been announced by the Hydro-Aire Corporation.

Heart of the new system is the

Hydro-Aire Speed-O-Matic Transmission, which is coupled to the truck transmission through a heavy-duty power take-off. Governor controlled, the Speed-O-Matic Transmission reportedly operates the condensing unit at a constant speed regardless of truck engine speed. For overnight or dock parking, a standby motor is provided which may be plugged into a standard highline. Temperature is thermostatically controlled.



to the

DAIRY INDUSTRY EXPOSITION CHICAGO SEPTEMBER 22-27 INCLUSIVE

You are cordially invited to visit us at our
Hospitality Suite at the Congress Hotel.

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APPLES • BLACKBERRIES • BLUEBERRIES • DEWBERRIES
APRICOTS • RED SOUR PITTED CHERRIES • BOYSENBERRIES
PLUMS • PEACHES • RHUBARB • PUMPKIN • SQUASH
GOOSEBERRIES • WHOLE OR SLICED STRAWBERRIES • PINEAPPLE
RED OR BLACK CURRANTS • RED OR BLACK RASPBERRIES
CONCORD GRAPE PULP • FRUIT PUREES • FRUIT JUICES

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FROZEN WHOLE EGGS • SUGARED YOLKS • EGG WHITES
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QUALITY PACKERS FOR THE INSTITUTIONAL AND MANUFACTURING TRADE

New Yorkers To Hear Bachman

REGISTRATION for the forty-fifth annual convention of the Association of Ice Cream Manufacturers of New York State begins September 14 at Whiteface Inn, Whiteface, New York. A cocktail party is scheduled for that evening.

Business sessions will begin on the afternoon of September 15. Following the Invocation and an address of welcome by Vice President A. E. Toleman, Lester Smith of Smith Bros. Ice Cream Company, New York City, will deliver the Treasurer's Report. This will be followed by a dramatic presentation featuring Michael Bachman of Blue Ribbon Ice Cream Company, New York City, and others. The title of this presentation is "Super Service Ice Cream Company Delivers."

On September 16, the convention will hear talks by Marian Laylin of the National Dairy Council; W. H. List, Executive Secretary of the association; C. Chester DuMond, New York State Commissioner of Agriculture; and A. H. Miller of Abbotts Dairies, Philadelphia.

On September 17, the last day of the conclave, prominent speakers include Hugh L. Rusch, Opinion Research Corporation; V. F. Hovey, Jr., General Ice Cream Corporation; and

M. G. Van Buskirk, Executive Secretary of the Illinois Dairy Products Association.

A complete social program, with emphasis on events for ladies attending the convention, is planned. A variety of sporting events also is scheduled.

Parnes Honored At Outing

The thirteenth annual outing of the Ice Cream Supply Men's Club of New York was held August 19 at the Plandome Golf Club, Plandome, Long Island. It was a highly successful affair and attracted hundreds of the top executives of metropolitan New York ice cream companies.

Highspot of the day was the baseball game in which the supplymen "nosed out" the ice cream manufacturers by a score of 26-7. John Goldhamer of Frigidaire pitched for the supplymen.

The golf tournament attracted a sizable crowd. The ice cream manufacturers' division low gross was won by Frank Nielsen of Nielsen's Ice Cream Company. Low net was won by Morris Friedman of Mello-Made Ice Cream. Shot nearest to the pin was hit by Dick Miller of the Louis Sherry Company.

In the supplymen's division, low gross was scored by Nick Heffron of Pure Carbonic Company. Low net award went

MORE THAN 150 dairy industry members attended the recent Dutch Treat Outing sponsored by the Dairy Mixers of Pittsburgh. Pictured there were, left to right: 1st ROW: W. Arnold of Rieck-McJunkin, Ed Snyder of Hillcrest Dairy, and W.

Kitchen of Evergreen Dairy; R. P. Anderson of Cherry-Burrell, and Messrs. Cromer, Williams and Fogelsanger of Johnstown Sanitary Dairy; Bob Fell of Kelvinator, Stumpy Eiferd of Golden Star Dairy, Sid Thomas of Limpert Bros. and Jack Hutchinson of Bloomer Bros.

2nd ROW: Dave McKnight of Cherry-Burrell, Dudley Powell of Diamond Alkali, Clyde Ziegler and Ned Caldwell of Cherry-Burrell; Barr Cannon of Schnabel Company with Messrs. Howland, Geiband and Folkers of Meadow Gold.





NEW YORK Supply Men's Club held its annual outing last month. Pictured there by the ICE CREAM FIELD man were, left to right:

1st ROW: W. C. Rich of Van Leer Chocolate Corp., Norman Thomas, Jr., Joe Lowe Corp., Eugene Teal of Hooton Chocolate Co., and Howard B. Grant of ICE CREAM FIELD; George F. Stalter, Waddington Milk, Henry J. Walker, Queensboro Farms, and Merrill Graham of Waddington Milk; Ben Newmark, Dairy Specialty Supply Co., and John Stevenson of Assorted Nutmeats Co.

2nd ROW: Al Bogart and Harry Hyman of American Food Laboratories, Max Matlick of Motel Frozen Products and Joseph Glaubman of American Food Laboratories; Tom Goldsmith of Queens Farms, Everett Freud and Harold Butterfass of Sealright Co.; Sam Richenberg of Leroy Foods, Gene Tannenbaum and Dick Mirabelle of Americana Enterprises.

3rd ROW: Harry Pollard of Ice Cream Novelties, Arthur Ensler of Joe Lowe Corp., with Pete Smith of Smith Bros. Ice Cream; John Goldhamer of Frigidaire, Merrill Graham, and Bob Kenny of Wilbur-Suchard Chocolate; Eric Jaltrop of Mathieson Chemical; John J. Gabriel, Confectioners and Ice Cream Mfrs. Assn. of N. Y., Joseph Grunwald of Grand Rapids Cabinet Co.

4th ROW: Morrie Yohai and Maurice Yohai of S & S Cone Corp. with Sonny Lazow of K. W. Paper; Bill Rabin of Empire Biscuits; Bob Davison of Kelco Co.; John LaMarca of B & R Ice Cream, Max Matlick, Milton Ainbinder of Alpha Aromatics, and Sol Matlick of Motel Frozen Products.

5th ROW: Joseph Kindman of Fulton Engineering; Sidney Rubin and Herman Rubel of Mardi Gras Ice Cream and Harry Gosson of Nash-Kalvinator; Pat Clark of Refined Syrups & Sugars; John

Newman and Al Lindauer of Blue Ribbon Ice Cream with Bernard Kindman of Fulton Engineering.

6th ROW: George Tressider of Brown's Frosted Foods, Elie Cantor of H. Haiman Co., David Apley, Andre Ice Cream and Artie Honig of Judy Ann Ice Cream Co.; Joseph Surry of Alpha Aromatics, Mort Ackerman of Schaefer, Inc., and Saul Lesser of Ebling's Ice Cream; Vic Poli of Foremost Ice Cream, Robert Blum of Cooperdale Dairy and Solly Elman of Algin Corp. of America.

7th ROW: George Weiner of General Ice Cream, White Plains, Mike Marsico of Costa's Ice Cream Co., and Herman Katz and Phil Teitelbaum of Pierre French Ice Cream Co.; George Ashley, Robert A. Johnston Co., John Nolan of Newly Wads Baking, and George Broderick and Harold Ward of Robert A. Johnston; Nat Nash and Manfred Landers of American Bredde Corp.

to Dick Mirabelle of Americana Enterprises and the shot nearest the pin was hit by Harry Helsher of National Sugar Refinery.

The lawn sports included darts and horseshoe pitching. Winners of the high scores for darts were Ben Libowitz of American Breddo Company and Pete Smith of Smith Brothers Ice Cream.

At the steak dinner, Mort Ackerman of the Schaefer Company, who had served as director of publicity for the affair, introduced as guest speaker Kal Ross, sportscaster on radio station WMGM. Mr. Ross presented the prizes and awarded in the name of the club the new Metropolitan Cup for the best golfer of the year to Nick Heffron who scored a low gross of 78 over a different course. President Morris Fuchs presented a plaque to past President Ira Parnes of Refined Syrups & Sugars for a fine job accomplished during his administration. Applause was given to Alex Brown of Cherry-Burrell Corporation, chairman of the event, who along with William M. Rabin of Empire Biscuits and the members of the committee worked hard to plan the success of this event.

330 Attend Indiana Outing

A record turnout of 330 people showed up for the annual outing of the Indiana Dairy Products Association, held at the Anderson Country Club in Anderson July 24. Registration included 225 industry people and 105 men from the Boosters group.

In a spirited baseball contest between the Boosters and the industry, the Boosters won 15 to 14. Omer Montgomery, Manager of the Kroger Dairy at Marion, captained the industry team.

In the golf tournament, Chet Baker, Poly Sanitary Milk Company, Indianapolis, won the low gross for the industry and for all competitors in the tournament with a sizzling 73. V. R. Clark of Borden's, Indianapolis, won second place and M. L. Searcey, Swift and Company, Defiance, Ohio, won low net.

Jack Conaton, President of the Indiana Dairy Boosters Association, acted as Master of Ceremonies at the buffet dinner. The Boosters Association and the Indiana Dairy Products Association cooperated in obtaining the prizes.

Sports Highlight Illinois Outing

The Illinois Dairy Products Association 1952 Summer Party was held at the Country Club of Peoria on July 16. Nearly 200 leaders of the Illinois dairy industry put in a full day of golf and other sports. The day was rounded off with a sumptuous steak dinner.

Winners of the golf prizes were: Low net—C. E. Johns, Creamery Package Manufacturing Company; Low Gross—Stark Humphreys, Northwest Cone Company; Longest drive—Dick Moreau, H. C. Schranck Company; Closest to pin—C. K. Godfrey, Nash-Kelvinator Corporation; Putting green—John E. Clarke, Nestle's Chocolate Company; Blind bogey—E. J. La Roche.

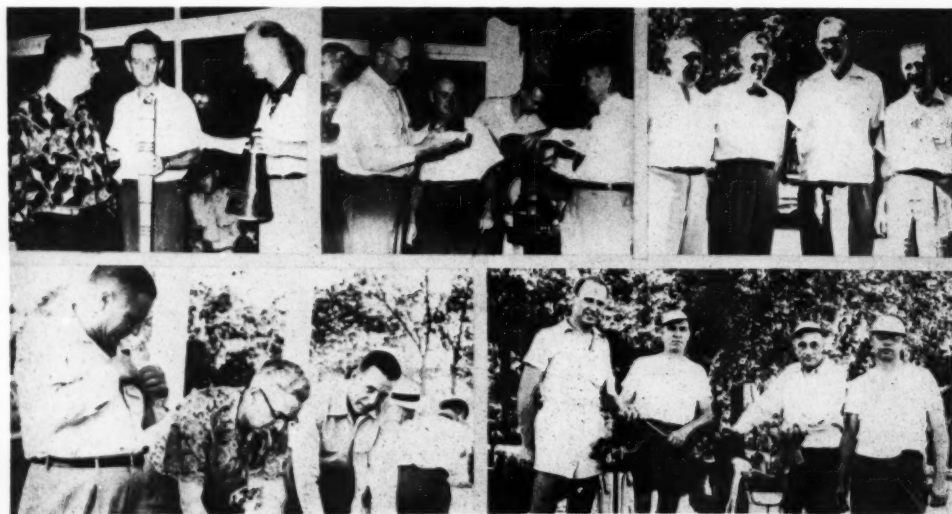
INDIANA DAIRY Products Association held its annual outing recently. Pictured there were, left to right:

1st ROW: Chet Baker of the Polk Milk Company, golf pro Ray Jones, and R. A. Larson, the association's Executive Secre-

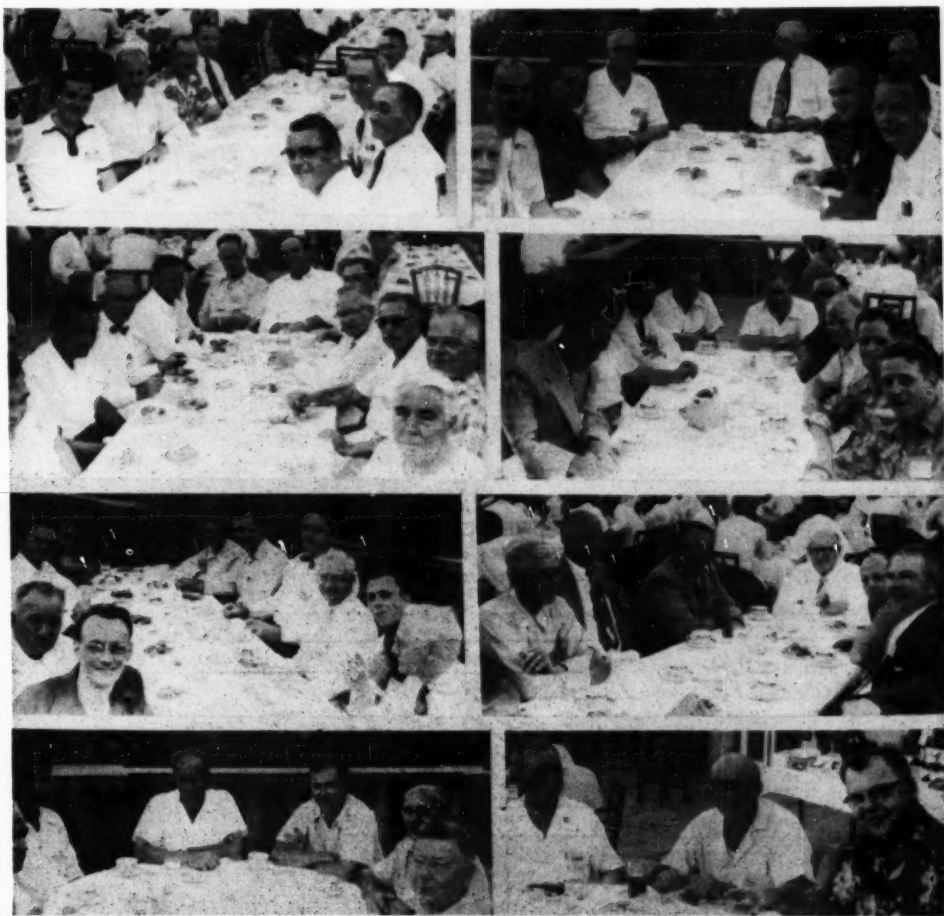
tary; Booster President Jack Conaton and associates; Bill Morgan of Beatrice Foods, Bob Thompson of Cloverleaf Creameries, Carl Hottenstein of American Dairy Company and Roy Schembs of Swift and Company.

2nd ROW: John Sutter of Pure Milk Com-

pany, Al Wooten of Borden's Furnas Ice Cream and Ed Florea of Kroger Company; golfers Carl Reith and Ollie Reed, both of Kroger with C. L. Witham of the Indiana Condensed Milk Company and Wilber Hardacre of the East Side Jersey Dairy Company.



200 Attend Illinois Dairy Outing



ILLINOIS DAIRY Products Association summer party attracted close to 200 local industry leaders. Pictured there were, left to right:

1st ROW: G. H. Dammann, J. D. Roszell Co.; Bill Hennessy, David Michael & Co.; Les Drusendahl, Hubinger Co.; Lee C. Darst, Sugar Creek Creamery Co.; Fred H. Davis, Sugar Creek Creamery Co.; Gordon Tarr & Elmer Perso, Borden Co.; G. E. Call, United Cork Co.; Ira F. Lounsbury, Westerlin-Campbell Co.; G. M. Euson, Kelco Co.; R. E. Warren, Sturtevant Dairy Prod. Co.; Erv Schultz, Dixie Cup Co.; Bob Endeau, Dixie Cup Co.; J. W. Hummell, Standard Fruit Product Co.; Henry Ward, Hudson Mfg. Co.; E. J. LaRoche, Beatrice Foods Co.; J. W. Hollowell, Nash-Kelvinator Co.; H. Christensen, Beatrice Foods Co.

2nd ROW: V. L. Griffith, Mutual Products

Co.; J. T. Hedstrom, R. A. Johnston Co.; H. E. Semlow, J. D. Roszell Co.; Earl Swanson, Macomb Dairy; E. J. Wiley, Wyandotte Chemicals Corp.; Scott Zahren, Macomb Dairy; Frank Swift, Midwest Bottle Cap Co.; H. E. Larson, Macomb Dairy; Oscar Valentine, Beck Vanilla Co.; Harold "Dean" Ashton, Chocolate Products Co.; John Clarke, Nestle's Co.; Ed Donnelly, Diversey Corp.; Homer Gill, Chillicothe Dairy; Jim Grant, Cherry-Burrell Corp.; Henry Soldwedel, F. H. Soldwedel Co.; John F. Lowrie, Quirk Crate & Cabinet Co.; Dave Batchelor, Owens-Illinois Glass Co.; Craig Stoddard, Milk Bottle Crate Co.; R. J. Johnston, Pontiac Dairy Co.; K. J. Donovan, Williams Dairy.

3rd ROW: Bob Lamson, Jr., Hudson Mfg. Co.; Bart Rose, Schaefer, Inc.; E. C. Scott, Crest Foods Co.; Gerry Douglass, F. H.

Douglass Sales; B. R. Weinstein & Tom O. Gaskins, Crest Foods Co.; Eugene L. O'Brien, Jr., Robt. P. Christiansen Co.; M. F. Kottmeier, Ice Cooling Appliance Corp.; Arnold G. Christiansen, Robt. P. Christiansen Co.; Henry Ward, Hudson Mfg. Co.; J. K. Burkholder, Sunshine Dairy; J. P. Maguire & Walter Beck of Midwest Dairy Products Corp.; Ferd Schwab, Schwab's Dairy; H. A. Ruffard, American Seal-Kap Co.; H. P. Hazelrigg, Midwest Dairy Products Corp.

4th ROW: H. W. Kirk, C. Nelson Mfg. Co.; Ray Knecht, Wyandotte Dairy; C. W. Christiansen, Newly Weds Baking Co.; F. G. Brunner, Columbia Ice Cream Co.; W. Benson, Wyandotte Dairy; Art Bussard, Tri City Divco Sales; M. G. Van Buskirk, Illinois Dairy Products Assn.; George Newman, S. J. Wolff & Co.; Bob Christiansen, Robert P. Christiansen Co.

Iowa Conclave Set For October

The Iowa Ice Cream Manufacturers Association and the Iowa Milk Dealers Association will convene for a joint convention from October 29 to 31 at the Hotel Fort Des Moines, Des Moines. An extensive social program will complement the business activities.

New England Outing Held

The annual fall outing of the New England Association of Ice Cream Manufacturers was held from September 4 to 7 at the Poland Spring House, Poland Spring, Maine. Highlights were the annual golf tournament, a putting contest, obstacle golf, horseshoe pitching and lawn sports events.

Quality Checkd Sponsors Seminars

The latest developments in the marketing and merchandising of ice cream are being discussed in a series of merchandising seminars being held in key cities throughout the country from August 28 to September 20, according to Harlie F. Zimmerman, managing director of the Quality

Checkd Dairy Products Association. The seminars, conducted by a team of three dairy product merchandising counselors from the Quality Checkd staff, are being held for Quality Checkd members only.

Kansans To Meet In Wichita

Wichita's Hotel Lassen will be the scene of the annual convention of the Kansas Ice Cream and Milk Institute. Dates are from December 11 to 13.

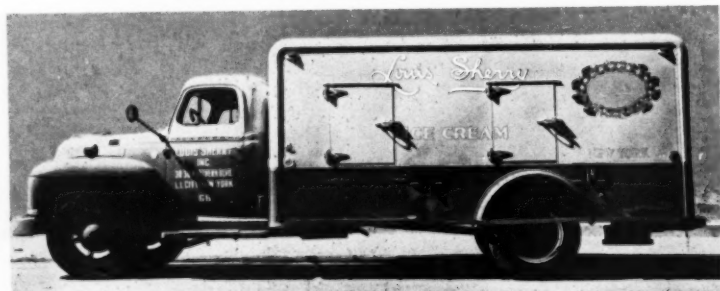
Southerners To Convene

The Southern Association of Ice Cream Manufacturers will hold its thirty-eighth annual convention November 11, 12 and 13 at the Jung Hotel in New Orleans, Louisiana.

Vending Exhibit Scheduled

The 1952 Convention and Exhibit of the National Automatic Merchandising Association which will be held in Chicago, at the Palmer House, September 14, 15, 16 and 17, is likely to be the largest in the history of the association. Ernest H. Fox, General Convention and Exhibit Chairman, announces that "advance registration to date is exceeding that of any previous year."

Today More Than Ever— It's Good Business to Standardize on Amerio Refrigerated Bodies



Amerio Refrigerated Bodies offer the utmost in dependable refrigerated transportation. They are styled for eye appeal — designed for maximum convenience, economy and durability. That's why "Amerios" are chosen by the discriminating buyers.

**Self-Contained
Dry Ice
Ammonia**



REFRIGERATING EQUIPMENT CO., INC.
828-36 Forty-Fourth St. Union City, New Jersey
"Serving The Better Buyers"
DUTY ICE EQUIPMENT REFRIGERATED EQUIPMENT

**Let
Us
Quote**

What's New

PROMOTION POST TO KING

Appointment of Thomas J. (Tim) King as director of advertising and sales promotion for Kelvinator was announced recently by C. T. Lawson, Vice President in charge of Kelvinator sales, Nash-Kelvinator Corporation.

Charles J. Coward, merchandising manager, said the Kelvinator advertising and sales promotion department is being realigned to meet demands for increased specialization in the numerous product lines handled by the company.

F. J. Worden, assistant director of advertising and sales promotion, takes on the added duties of manager of refrigerator and home freezer advertising. Adrian Willis, national advertising manager, also will act as manager of electric range, water heater and dehumidifier advertising. Four additional departments are being brought under the direction of J. Truman Stone, sales promotion manager. L. J. Gage continues as manager of commercial advertising and W. L. Hullsiek as manager of Leonard advertising.

BORDEN APPOINTMENTS ANNOUNCED

Lyle W. Smith, Jr., has been appointed advertising manager of the Chicago-Central fluid milk and ice cream district of the Borden Company, O. N. Koenig, district sales director, has announced. Mr. Smith comes to the district headquarters in Chicago from San Francisco, where he had been assistant advertising manager of Borden's California fluid milk and ice cream district for five years. In his new position, Mr. Smith will coordinate the advertising activities of the Chicago-Central district and will assist divisional advertising managers in their advertising and sales promotion activities, Mr. Koenig said.

George M. McCoy has been promoted from Vice President of the Borden Food Products Company, a division of the Borden Company, it was announced recently by Willis H. Gurley, President of the division. As Vice President, Mr. McCoy had been in charge of export operations. His export duties are being taken over by James V. Bassett, whose appointment as Vice President was also announced by Mr. Gurley.

SLAYTON GETS NPA POST



E. L. SLAYTON

Earle L. Slayton, Director of Public Relations and formerly Machinery Sales Manager of Cherry-Burrell Corporation, Chicago, has been appointed by Secretary Sawyer of the Department of Commerce, to be Director of the General Industrial Equipment Division of the National Production Authority, effective

September first. Mr. Slayton is being loaned to NPA by the Cherry-Burrell Corporation and it is expected that his term of service will be for the customary period of six months.

In his duties as Director of the Industrial Equipment Division of NPA, Mr. Slayton will supervise the allocation and permitted use of material for all manufacturers of food plant equipment; commercial refrigeration and air conditioning equipment; chemical, textile, paper making and printing equipment; and other special industry equipment and general industrial equipment.

Mr. Slayton has an unusually wide acquaintance in the dairy and food processing industries by reason of his thirty-four years of association with Cherry-Burrell Corporation and one of its predecessor companies. He was one of the original organizers of the National Association of Dairy Equipment Manufacturers and its first Executive Committee Chairman. Mr. Slayton has also been active in other dairy industry organizations.

FAIRMONT NAMES COTTRELL

K. H. Cottrell, who has been acting Treasurer of Fairmont Foods Company during the past sixteen months, has been named chief accountant, D. K. Howe, President, has announced. R. G. Cortelyou, Treasurer, resumes his post with Fairmont after a sixteen month tour of duty with the U. S. Navy.

Deliciously Different

★ TOASTED CHOPPED NUTS

Extra Taste Tempting Goodness

★ FULL-FLAVORED BUTTERED PECANS

A New Taste Thrill

★ BUTTER TOASTED ALMONDS

THE CHARLES A. PETERSON COMPANY

517 CARNEGIE AVENUE

CLEVELAND 15, OHIO

FALL and WINTER SPECIALS

PUMPKIN PUREE
CRANBERRY PUREE
PLUM PUDDING MIX
BLACK WALNUT SALAD
FROZEN PUDDING FRUIT
NESSELRODE PUDDING MIX
EGG NOG MIXTURE FOR DRINK
EGG NOG MIXTURE FOR ICE CREAM
RED AND GREEN PINEAPPLE CUBES
HOLIDAY FRUIT AND NUT MIXTURE

Write For List Giving Prices and Advertising Available.

BLANKE-BAER

EXTRACT AND PRESERVING COMPANY
3334 S. KINGSHIGHWAY • ST. LOUIS 9, MO

EXTRAX APPOINTS HUNTER

John G. Hunter, long associated with the ice cream industry, has been appointed as representative for the Extrax Company, supplier of frozen stick confections, merchandising, ice cream specialty products and equipment.

Mr. Hunter, who will operate out of the company's offices in Baltimore, will offer Extrax' "year round" novelty program to the ice cream manufacturers in Maryland, Virginia, West Virginia, North Carolina, South Carolina and District of Columbia.

BOWMAN NAMES DIRECTORS

The Board of Directors of the Bowman Dairy Company has announced the appointment of Walter F. Kettell and Maurice R. DeBaets as Associate Directors. Mr. DeBaets has been with the Bowman Dairy Company over twenty years and will continue to head the Product Procurement, Traffic and By-Products Division. Mr. Kettell, after many years of experience in the dairy industry, joined Bowmans in 1939 and will continue to head the Central Wholesale Division of the organization.

MERCHANDISING POST TO GIBLIN

Frank X. Giblin, former sales representative of Ramsey Laboratories, has been appointed Merchandising Director of the Solon Sales Corporation, a Ramsey affiliate. Solon Sales specializes in dairy industry merchandising problems. Mr. Giblin recently moved to company headquarters in Cleveland from Missouri.

STOP SIGNS

ON DISPLAY IN

BOOTH No. 61

NAVY PIER

Signs in full size and color, new designs, new materials and modern methods of erection will be exhibited.

MULHOLLAND • HARPER CO.

5820 TACONY STREET, PHILADELPHIA 24, PA.



WARFIELD JOINS COOK CHOCOLATE

John D. Warfield, Jr., formerly President of the Warfield Company, has been appointed Vice President of Cook Chocolate Company, Chicago, in charge of a new Chocolate Coating and Bulk Chocolate Specialties Department.

Cook Chocolate Company is expanding its bulk products operation and Ed Opler, President, is now in Europe negotiating for the latest chocolate equipment in Switzerland, Germany, Denmark, and England.

MOJONNIER APPOINTS NISONGER



J. W. NISONGER

Mojonnier Bros. Company, Chicago, manufacturer of dairy equipment, announces the appointment of Joseph W. Nisonger, as sales engineer for Maryland and Washington, D. C.

For two years, Mr. Nisonger held the post of Milk and Ice Cream Department Foreman in the Imperial Ice Cream

Division of Fairmont Foods Company, Bluefield, Virginia. The following three years were spent as Instructor and Manager of the University of Maryland Dairy Plant at College Park, Maryland, where he also received his Master of Science in Dairy Technology.

His Mojonnier sales headquarters will be located at Adelphi, Maryland.

PINEAPPLE GROWERS Association, San Francisco, has named Carl Rupe Promotion Manager, effective August 25. Mr. Rupe, widely known in the food trade, has been associated with the California Wine Advisory Board as promotion-merchandising manager for the past thirteen years.



CLARENCE E. TAYLOR DIES

Funeral services were held August 4 in Denver, Colorado for Clarence E. Taylor, ice cream sales manager of the Carlson-Frink Ice Cream Company. He joined Carlson-Frink in 1931.

SOUTHERN PECAN NAMES TWO

Ray C. Owens has been appointed Sales Manager of the Bulk Division, Southern Pecan Shelling Company of San Antonio, Texas, it was announced recently by Con G. Cowan, General Sales Manager of the firm. Mr. Owens' new position will be in the administrative and distribution phases and he will be in charge of sales to the baking, candy and ice cream industries.

Mr. Cowan was promoted recently to the position of General Sales Manager by Julius Seligmann, Jr., President of the company.

SCHNABEL

When it comes to
DAIRY BODIES
follow the lead of discriminating buyers in
40 states and 17 foreign countries, and
come to . . .

SCHNABEL MILK AND ICE CREAM BODIES
set the pace for the industry. Over 92 years
of service supplying the trucking and high-
way transportation needs of America is
your assurance of complete satisfaction.

THE SCHNABEL COMPANY—South 10TH St., PITTSBURGH 3, PA.

DR. KOERVER JOINS WHITSON



DR. KOERVER

Appointment of Dr. Carl Koerver as technical director of the Dairy Department of the Borden Company's Whitson Division has been announced by Gerald H. Stuart, general manager of the division.

With the Borden Company for twenty-five years, Dr. Koerver has been in charge of the Experimental Department of the company's Pioneer Ice Cream Division for the past twenty years. In his new capacity he will work with production problems and the development of stabilizers and emulsifiers.

Dr. Koerver has been associated with numerous industry-wide ice cream innovations. They include the change from metal to paper containers, selection of stabilizers which prevent crystallization, the conversion from dry to liquid sugar, and the development of a chocolate flavoring with a reduced cocoa butter content, custom made for ice cream requirements. He also aided in the preparation of the Lady Borden ice cream formula and among other projects, is now studying the stabilization of fruits used in ice cream.

CABINET MANUFACTURERS ELECT WIEGMAN

E. R. Wiegman, General Manager of the Refrigerated Cabinet Division of Anheuser-Busch, Inc., St. Louis, Missouri, has been chosen to head the ice cream cabinet industry. Mr. Wiegman was elected Chairman of the Ice Cream Cabinet Section of the Air Conditioning and Refrigerating Machinery Association, the trade organization of the ice cream cabinet industry.

Elected as Vice Chairman of the organization was Don Carter, Sales Manager of the Ice Cream Cabinet Division of Nash-Kelvinator Corporation, Detroit, Michigan.

SNYDER APPOINTS NELSON

A. J. Bloomberg, President of the R. W. Snyder Company at Battle Creek, Michigan, announces that Bob Nelson of Chicago, is now the firm's western representative.

Mr. Nelson was formerly with Robert A. Johnston Company of Milwaukee, Wisconsin, as representative in the Chicago area. He represented that company since 1946. He is President of the Chicago Dairy Mixers.

EARL L. PRAIS APPOINTED

J. P. Wright, Vice President of the Liquid Carbonic Corporation, announces the appointment of Earl L. Prais as Quality Control Manager.

Caught Short on

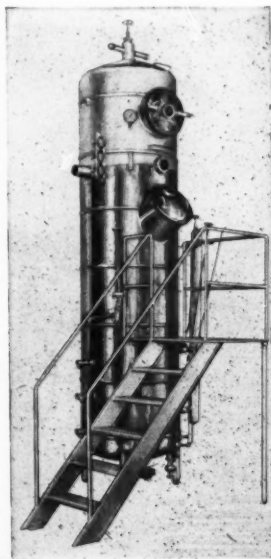


CONDENSED DAIRY PRODUCTS PRODUCTION?

Manufacturers of Condensed Dairy Products, who have checked Mojonnier Vacuum Pans against the equipment previously used, report less time per batch, excellent flavor, less steam and water required. These advantages mean more production and better plant operation. They mean that when the next peak season comes, you won't have to neglect good markets because you're "caught-short" on production. Write for Bulletin 140 today to:

MOJONNIER BROS. CO. • 4601 WEST OHIO STREET • CHICAGO 44, ILLINOIS

visit us at BOOTH C-106 Dairy Show • Chicago • SEPT. 22-27



mojonnier
VACUUM PANS

Other Mojonnier Products widely used in the Dairy Industry:
COMPACT COOLERS • TESTERS • CONVEYORS • COLD WALL TANKS • BALANCE TANKS • ZONE-CONTROL VATS • TUBULAR HEATERS • CASE WASHERS • INTERNAL TUBE COOLERS • VACUUM FILLERS • BUTTER PRINT SCALES • EVAPORATORS • OVERRUN TESTERS • BULK COOLERS • PROCESSED CHEESE KETTLES • CUT-WRAP MACHINES • CULTURE CONTROLLERS

Business News

JULY ICE CREAM PRODUCTION UP 7 %

Ice cream production in the United States, estimated at 73,035,000 gallons for July, was seven per cent larger than the July output last year, but three per cent smaller than the five-year, 1946-50, average for the month, the Bureau of Agricultural Economics reports. Except for the immediate post-war years of 1946, 1947, and 1948 this was the largest July output on record.

From January through July, ice cream production totaled 361,970,000 gallons—up five per cent from the same period of 1951, but down two per cent from the 1946-50 average output for these seven months. (See chart on Page 155.)

Based upon reports from manufacturers, sherbet production during July was estimated at 4,300,000—forty-seven per cent more than the five-year, 1946-50, average for the month.

ICE CREAM MANUFACTURERS SUED

The Empire State Restaurant, Luncheonette and Candy Store Association has instituted legal proceedings against numerous New York ice cream manufacturers, alleging that the manufacturers have misrepresented to dealers the profit potential in bulk ice cream. Damages amounting to a reported \$5,000,000 are being sought.

ELIOT CREAMERY BURNS

Fire on July 26 destroyed costly machinery and thousands of gallons of ice cream in the Eliot Creamery, Milton, Massachusetts. Damage was estimated at \$250,000. Hendrie's ice cream is the brand name for the product manufactured in the Eliot Creamery.

CALIFORNIA SETS YOGURT STANDARD

Yogurt sherbet has been defined by the California Department of Agriculture as a product meeting all of the requirements and standards now legally acceptable for other types of sherbets except that it shall have an acidity of not less than six-tenths per cent. Also, the bacteria standard specified for sherbet does not apply to yogurt sherbet. The definition was issued after the Department sponsored a public hearing.

BEATRICE BRANCH DROPS MILK PLANT

Beatrice Foods Company's St. Louis branch no longer will manufacture milk, it was announced recently. The branch found it impossible to combine its two dairy plants in that city.

for definite satisfaction

**HOOTON
CHOCOLATE
FLAVOR COAT**

Pail coating made with chocolate liquor for the finest tasting bars . . . adds sales and profits.



HOOTON
"COATSWELL"
MADE WITH COCOA BASE

HOOTON CHOCOLATE
COMPANY
NEWARK 7, N. J.

FOR TIE-IN PROMOTIONS

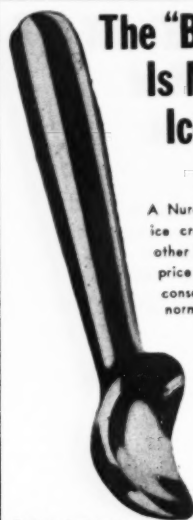


**SCOOP-RITE
COMPANY**

806 Wilde St., Detroit, Mich.

New! . . . A spade specifically designed for tie-in promotions. Price to ice cream manufacturer is low, ideal for combination offers. Highly polished aluminum finish makes it extremely attractive to consumer. Shown below is our sturdy, aluminum scoop, also ideal for tie-in promotions.





The "Bargain Sale" That Is Making Money For Ice Cream Retailers All Over America

A Nuroll ice cream dipper, a half gallon of ice cream and cones, syrup, fudge or any other item at an attractive combination sale price gets quick action from today's price-conscious family. And you don't cut your normal profit on anything.

Nuroll is the only real fountain-type ice cream dipper available to the public at a price the average housewife will pay. With a Nuroll anyone can Roldip ice cream with ease, speed and satisfaction.

We supply display cards, newspaper and handbill mats, home recipe leaflets. A new, low price on Nuroll dippers puts this great, proved plan within the budget of any retailer.



NUROLL

REG. U.S. PAT. OFF.
REG. IN CANADA
Domestic Type
Non-Mechanical
ICE CREAM DIPPER

Nuroll is a beautiful one-piece casting of sanitary metal—a real professional-type dipper that anyone can use with ease and speed. Write for prices.

The Zeroll Company

2410 Robinwood Ave., Toledo 10, Ohio
Zeroll—Nuroll—Bulkroll Ice Cream Dippers

BORDEN TO BUILD NEW PLANT

Plans to build a new ice cream plant in Woburn, Massachusetts, with a production capacity of more than 1,000,000 gallons a year, have been announced by the Borden Company. Construction work will start immediately, the plant being scheduled for completion by May 1, 1953, according to Roy D. Wooster, Vice President in charge of Borden's ice cream operations.

On completion, the Woburn plant will replace Borden's thirteen-year-old operation in nearby Everett, but the company will continue to serve the same area of more than 100 communities as at present. Reason for the move is that the company's ice cream business has outgrown present production facilities, and also because the present plant is inadequate for the necessary expansion. The Woburn plant will have double the floor space and production capacity of the present unit. C. F. Higginbotham, who has managed Borden's Everett plant since 1942 will be manager of the new operation.

The ice cream manufacturing rooms in the new plant will have floors and walls of sanitary tile. One of the plant's features will be a novel "hardening tunnel" in which freshly made ice cream will be hardened quickly at temperatures 20° or more below zero. New-type freezers, pasteurizers, mixing tanks and novelty manufacturing equipment have been ordered.



CENTRAL ICE Cream Company's Highlander band is delivered in the Chicago area in this Batavia refrigerated delivery vehicle. A complete story on this ice cream manufacturing firm begins on Page 92 of this issue.

NATIONAL DAIRY NET DOWN

Net profit after taxes of National Dairy Products Corporation was \$14,211,741 for the first six months of this year compared with \$14,970,553 for the same period of 1951, E. E. Stewart, President announced last month following a meeting of the board of directors. The lower net profit was to the continuing high rate of Federal income taxes, further increases in material and operating costs and, in the case of fluid milk in certain areas, margins reduced below the usual narrow spreads because of O.P.S. price ceilings.

Looking for lower delivery costs?

Then look to Robbins & Burke who pioneered the mechanical refrigerated ice cream body. Through the years R & B have continued to make improvements which have saved the ice cream trade untold thousands of dollars. Call on R & B before buying and take advantage of the most modern equipment available.

ROBBINS & BURKE, INC.

29 Lansdowne Street

Cambridge 39, Mass.



Try this special blended formula in your marbled ice cream. Whip or pump the sauces easily and economically.

Packaged in 5 gallon steel pails. Requests for working samples and prices given prompt attention.

MANUFACTURED BY **BOYER BROS.** ALTOONA, PA.
INCORPORATED

SCHMIDT SALES AT ALL TIME HIGH

Despite generally reduced business for the lithograph industry as a whole, sales of Schmidt Lithograph Company during the past twelve months have equaled its previous fiscal period, highest in the firm's eighty-year history. Net profits were lower, due to increased taxes and production costs. So said President Carl R. Schmidt at the company's recent annual national sales meeting in San Francisco.

JUNE DAIRY PUBLICITY SOARS

June Dairy Month newspaper publicity lineage for the 1952 campaign exceeded the 1951 totals by almost fifty per cent, according to preliminary estimates reported by the National Dairy Council. Clippings received by July 3 measured 792,036 agate lines of newspaper space, as against 539,514 lines for a similar period in 1951. Many more clippings since have been received at NDC, according to the report.

BORDEN'S SALES INCREASE

Sales of the Borden Company for the first six months of 1952 totaled \$374,495,075, an increase of about seven per cent over the same 1951 period when they amounted to \$354,026,887, Theodore G. Montague, President, reported last month. This improvement is due primarily to the greater volume of business handled.



GIANT POSTERS such as this one sponsored in Los Angeles by Jersey Maid Milk Products Company, have contributed to the sale of ice cream in the half-gallon Sealright in the Pacific Coast states this season. Jersey Maid had this attention getter on 125 billboards in Los Angeles for two weeks.

JACOB BECK RETURNS FROM EUROPE

Jacob Beck, President of Beck Vanilla Products Company, East St. Louis, Illinois, has recently returned from a two-month tour of Europe. Mr. Beck and his wife visited most of the Western European countries as well as Italy, Greece and Israel.

**On the Highways—
In the Skyways!**

Stag



**uses problem-solving
MEYERCORD TRUCK DECALS**

"Our major problem was to counteract sign painters' individual interpretations of a newly-designed trademark for use on trucks and window valances. Painters turned out to be artists in their own minds. They resented simplicity . . . and added a curlicue here, a change of color there. Letter types ran the gamut as well as color combinations.

"The use of decals soon became an integral part of our program. Applications are unlimited. Last summer our decals rode the skyways on the gondola of a Goodyear blimp. Who knows, some day they may be seen on Mars.

"All in all, decals give us better and exact reproduction, permanency, variety in usage and economy. What more can an advertiser ask for?"

Frank J. Meyer

FREE booklet!

Write Dept. 22-9

THE MEYERCORD CO., CHICAGO 44, ILLINOIS

Nulomoline® Liquid Sugar

... the quality liquid sugar for quality ice cream
... always uniform ... made by a manufacturer
with over 40 years of KNOW-HOW and exacting
standards.



CONSIDER THESE ADVANTAGES: controls batches
... decreases labor costs ... increases production
... eliminates bag dust, lint, and sugar spillage.

TANK CARS — TANK WAGONS

Order direct or through your Sugar Broker

THE NULOMOLINE DIVISION

AMERICAN MOLASSES COMPANY

120 Wall Street

New York 5, N. Y.

Plants at

BROOKLYN, N. Y.

LOS ANGELES, CAL.

CHICAGO, ILL.

MONTREAL, CANADA

SHERMAN L. KELLY DIES

Sherman L. Kelly, President of the Zeroll Company of Toledo, Ohio, died August 22 at the age of eighty-four. His death marked the end of a long and remarkable career.

Mr. Kelly, a leading Toledo industrialist for over a half-century, had long been retired when he developed the Zeroll and Nuroll ice cream dippers and introduced new equipment and methods for dipping ice cream. He was one of the founders of the Electric Auto-Lite Company and was associated with other leading Toledo industries.

Business of the Zeroll Company will be carried on by Mr. Kelly's son, R. B. Kelly, Secretary and Treasurer of the company.

SEALE-LILY PLANT DESTROYED

The Seale-Lily Ice Cream Company's plant at Philadelphia, Mississippi, was recently destroyed by a fire which did damage estimated at \$80,000 to several business houses.

MIDGETS MAKE A MARSHMALLOW MOGUL



JACK SELIGMAN

In 1948, Joseph "Jack" Seligman decided to specialize in the manufacture of specialty products of interest to the confectioner, with special emphasis on the ice cream maker. He had a tremendous background of experience, having been four years in charge of the ice cream and frozen pudding production of Blum's, famous San Francisco

confectioners. Today, the Seligman firm reportedly produces more marshmallow products for ice cream plants than does any other firm in the country.

Mr. Seligman claims that "midgets are made, not born," and his sales figures would seem to confirm the statement. Midget marshmallows are used in connection with walnuts and chocolate ice cream to make Rocky Road ice cream, the fourth most popular "frozen flavor" on the Pacific Coast. Supplying the bulk of this demand, Seligman Candy Company also prepares a float known as "Bar Crunch" which is used by novelty manufacturers in conjunction with the chocolate dipping of ice cream sticks and similar over-the-counter items. (Seligman's Bar Crunch is distributed exclusively by Mann's Candies of Los Angeles.)

Other products which Seligman produces for ice cream manufacturers are liquid marshmallow, used for folding into ice creams, and a chocolate ice cream paste.

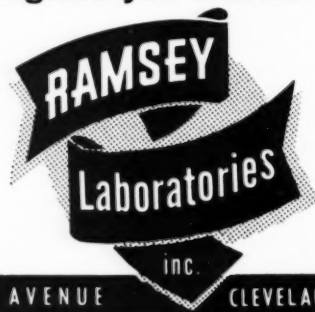
Still another product of this busy plant is caramel cocoanut macaroon, quite similar to the commercial baked candied macaroon that is ground and introduced into ice cream. It is particularly well adapted to such items as cocoanut custard and lemon meringue ice cream.

When Mr. Seligman started this business in 1948, he felt himself somewhat of an "industrialist" with three employees. Now he has twenty-five on the payroll. In 1948 he had a bit under 2,000 square feet of space; now he has a total of 11,000 square feet in Oakland, California.

RAMSEY RESEARCH gives you SALES TESTED PRODUCTS

AT THE SHOW

BOOTH D-30



LISBON ROAD & EVINS AVENUE

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TAKE THE "RED" OUT OF CREDIT



By screening poor payers the Dairy Credit Book enables you to channel your sales efforts towards worthwhile accounts. Use Dairy Credit Service, the only complete credit service in the Dairy Industry —Credits, Reports, Collections and Adjustments on a national basis.

DAIRY CREDIT BUREAU

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McGraw
CONCENTRATE EMULSER
"for the finest in ice cream"

MCGRAW CHEMICAL COMPANY

831 SOUTH WABASH AVE., CHICAGO 5, ILLINOIS

ADA SESSIONS SCHEDULED

A series of American Dairy Association committee sessions will be held in Chicago during the week of the Dairy Exposition, according to Owen M. Richards, ADA general manager. The meetings will include a two-day ADA state managers' session at the Conrad Hilton Hotel, September 24 and 25.

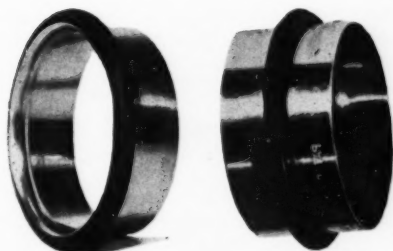
The Administrative Committee as well as the State Managers' will meet with the International Association of Ice

Cream Manufacturers on September 22 and will take part in the industrywide Butter Rally September 23 at the Drake Hotel. The ADA Research Committee will hold an evening session September 22 at the Conrad Hilton Hotel and the Advertising Committee will meet Thursday, September 25.

By scheduling meetings in Chicago during the exposition, members of the organization will have an opportunity to take in the exposition and to discuss industry problems with other dairy groups convening in Chicago at that same time.

WIZ-SEAL

(Patent Applied for)



ALL-PURPOSE

STANDARD

The Perfect and ONLY STAINLESS STEEL SEAL available for ALL sanitary joints.

Made in two styles: standard and all-purpose.

Especially effective for Homogenizer and Pump Suction Lines.

Over 100,000 now in use throughout the United States and Canada.

Available through your Dairy Supply Jobbers.

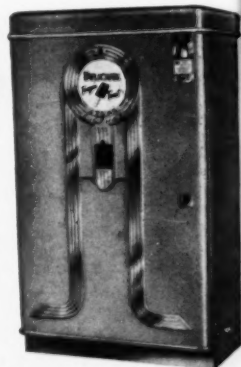
SEE THESE PERFECT SANITARY SEALS
AT BOOTH B-16, NAVY PIER, CHICAGO

WISNER MANUFACTURING CORP.

122 HUDSON STREET NEW YORK 13, N. Y.

ATLAS "Col Snac" VENDOR

FOR ICE CREAM
BARS-ON-STICKS
OR ICE CREAM
SANDWICHES



The ONLY Merchandiser With ALL the Practical Features
That Mean Maximum Sales with Minimum Investment

- No Additional Packaging!
- Completely Automatic!
- Extra Big Capacity!
- Slug Rejector and Coin Changer at No Extra Cost!
- Fast, Easy Loading!
- Right Temperature Always!
- Light Where It's Needed!
- PLUS — 1/4 hp G.E. Compressor equipped with service valves for on-the-spot service — easily accessible mechanism — stainless steel contamination-proof liners and working parts — many other exclusive features.

Write Today!

DAIRIES! The ColSnac gives you an opportunity to open up a vast new market that can be easily handled with your present facilities! A profitable outlet for increased volume!

ATLAS TOOL & MFG. CO. 5147 Natural Bridge Blvd. St. Louis 15, Missouri

LILY-TULIP STORY ON TV

Over stations from coast to coast, television began on August 6 to tell the story of Lily-Tulip—how paper cups and containers are made and how, in many areas of modern living, they contribute to sanitation and convenience. In collaboration with the National Association of Manufacturers, which sponsors the series of weekly telecasts presenting "Industry on Parade," the Lily-Tulip Cup Corporation has kinescoped a story that, starting with sequences filmed in its plant in Augusta, Georgia, moves on through to typical cup and container uses.

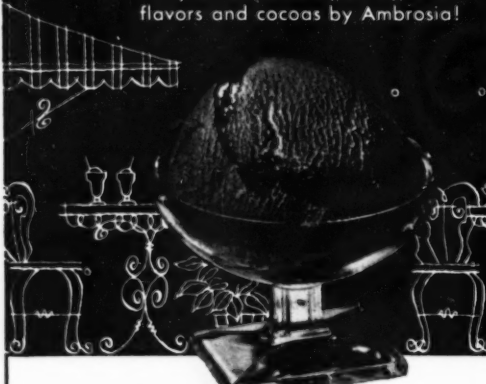
Dan Mahoney, Lily-Tulip's director of sales development, who supervised the planning and the filming of the program, estimates that the stations that will telecast the story serve areas in which the total number of TV receiving sets exceeds 13,000,000.

FREE DARI-DELITE STORE OFFERED

As a nationwide promotion to focus attention on Dari-Delite stores, Dari-Delite, Inc., is giving away \$5,000 worth of equipment—everything but the building necessary to house a store—on the American Broadcasting Company's "Stop the Music" radio show Sunday evenings, 6 to 7 P.M., CST. The first broadcast on which this offer was made took place July 20. It will be continued every Sunday evening until some person names the mystery song and wins the jackpot.

For the finest Chocolate Ice Cream in Town

... your ice cream plus chocolate flavors and cocoas by Ambrosia!



Ambrosia SINCE 1894
FOOD OF THE GODS

AMBROSIA CHOCOLATE COMPANY — MILWAUKEE 3, WISCONSIN



THE HILL 90XIC Whenever this case goes in, sales and profits start to climb. The 90XIC is completely automatic—a great labor saver—has a tremendous display area, unbroken by plates or bulky partitions. Its overall beauty stands out anywhere! It's the right case for a "Big Stop." Write for catalog.



C. V. HILL & CO., INC., Trenton 1, N. J.

"BOX MAN" REPORTS ON SUITS



John Monroe is a veteran of almost a decade with Consolidated Dairy Products, Inc., Long Island City, New York. He is what is known in the trade as a "box man." His professional "home" is the hardening room of Consolidated's plant. The firm manufactures Breakstone's French ice cream. Recently, Mr. Monroe participated in an experiment. He

tested the newly developed lightweight insulated suits known as Weather-Alls, marketed by the Insulated Clothing Manufacturing Company of New York City. (That's Mr. Monroe in the accompanying photograph. He's wearing the nylon quilted suite to show what it looks like, but before concentrating on the "real thing," he'll put a white coverall over the suit to protect it and to conform to sanitation standards.)

Mr. Monroe's reaction: "The suit is light and yet warm, allows easy movement, and minimizes sweating." Mr. Monroe ought to know. He spends from eight to thirteen hours daily in a "Weather-All" at temperatures ranging from thirty degrees below zero to eighty degrees above going in and out of the Consolidated hardening room.

BRITISH FIRM ISSUES REPORT

Net profit of British Glues & Chemicals, Ltd., London, for the year ended April 30, 1952 amounted to 348,618 pounds (about \$976,130), according to the thirty-second annual report issued recently. The company is the parent firm of B. Young and Company of America, Ltd., manufacturer of Spa stabilizer.

DEAN PRODUCTS HAS EVAPORATORS

Dean Products, Inc., Brooklyn, New York, currently is offering complete replacement evaporator tank assemblies for Liquid Carbonic ice cream cabinets. These units are to replace liners which may have developed refrigerant or eutectic leaks. These evaporator tank assemblies are available for all model cabinets.

This Package is Making **SALES** *History*



It Can Make **PROFIT** *History for You*

NEARLY 100 manufacturers have already found what a nationally famous, premium brand can do for their gallonage and for their profit statement. A few territories are still open for licenses to manufacture Duncan Hines Ice Cream. Talk with us about it at Chicago.

CONGRESS HOTEL

Roy Park

Jim Black

HINES-PARK FOODS INC. ITHACA, NEW YORK

**A
REVELATION**
in mouth watering
APPETITE APPEAL
Sparkling, glowing, full color photo
TRANSPARENCIES

Ad-Color Transparencies fit any cabinet *Large selection from which to choose*

Never Before! New color splendor and fidelity with true to life depth so beautifully natural customers want to take a bite! Achieved through electronic controls that give you LOW COSTS that are eye-openers! Every picture on FULL COLOR FILM. Not printed.

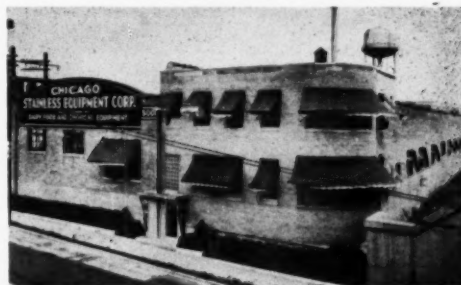
Show Your Own Trade Mark, Container or Wrap. We custom-make transparencies where prestige and product identification is desired. No extra charge for this service when ordering 350 or more Transparencies.

A Proven Sales Builder—Ad-Color Transparencies now reach a new high in fine quality to help you sell. A 400% increase in gallonage was recorded recently by a Western concern using Ad-Color photos. Write for samples and prices.

AD-COLOR CORPORATION 650 South Arroyo Parkway
Pasadena 1, California

CHICAGO STAINLESS EXPANDS

The Chicago Stainless Equipment Corporation has just completed a considerable expansion of office and engineering facilities. A new second floor area was built across the entire front of the plant. With this addition the former first floor offices were completely redesigned.



According to J. E. Mistarz, President, the enlargement of office facilities was necessitated by the constant growth experienced by the company. Sales in fabricated stainless steel equipment have steadily increased and the introduction of new products such as the Roswell preheater and pasteurizer and a new filter for food and chemical industries required added personnel and space for manufacturing, engineering, and overall office operation. Location of the plant is 5001 Elston Avenue, Chicago.

SAUER'S

THE C. F. SAUER COMPANY

OF RICHMOND, VIRGINIA

PURE VANILLA

WINNER OF

NINETEEN HIGHEST AWARDS and GOLD MEDALS

Maximum Protection

For Shipments of Ice Cream & Frozen Foods,
use **FOREST FLEECE CARTON LINERS**—

Maximum Insulation

because **FOREST FLEECE CARTON LINERS**
ONLY use Cotton Material for best
INSULATION.

Insist On Forest Fleece Liners

Economical - Moistureproof - Lightweight

*TAILOR-MADE

To fit your shipping cartons

*Send inside dimensions of
your present shippers.

*WRITE TODAY

For free samples of these easy-
to-ship, Compact **LINERS**—
REMEMBER they take up little
storage space.

FOREST WADDING CO., INC.

3190 Washington St., Boston 30, Mass.

N. Y. Representative: H. A. Forman, 212 Fifth Ave., N. Y. C.

LINDNER FIRM TO MAKE "FROZERTA"

The Lindner Ice Cream Company, with general offices and plant at 2029 Hopkins Avenue, Norwood, Ohio, operating eighteen retail stores of its own and serving as a wholesaler to 200 other dealers, has negotiated a contract to produce and market "FroZerta," a new low butterfat frozen dessert, G. P. Gundlach & Company, Cincinnati consultants to the dairy and ice cream industry has announced. The Gundlach organization developed "FroZerta" which meets a growing consumer demand for a low-fat content frozen dessert.

TO SPONSOR COCKTAIL PARTY

An open-house cocktail party for the industry will be held September 23, from 7 to 9 P.M. at the Buckingham Room of the Congress Hotel in Chicago, it was announced recently by American Food Laboratories, manufacturer of ice cream flavors, stabilizers, emulsifiers and food specialties.

KOLD-HOLD PURCHASES KOLD-TRUX

The Kold-Hold Manufacturing Company of Lansing, Michigan, has purchased Kold-Trux, Inc., of Saint Louis, Missouri, including all assets, patents and machinery. James R. Tranter, President of Kold-Hold, made this announcement last month. Kold-Trux will be a wholly owned subsidiary with administrative and sales offices located at the Kold-Hold operation in Lansing, but the manufacturing of

Kold-Trux equipment will continue for the present at Saint Louis.

At a meeting of Kold-Trux stockholders last month officers for the subsidiary company were elected as follows: James R. Tranter, President; J. R. Tepfer, Vice President in charge of sales; H. E. Guysselman, Vice President in charge of production; Mrs. L. S. Worthington, Secretary in charge of advertising; and J. H. Flewelling, Treasurer. All six were also elected as directors of the new subsidiary.

Kold-Trux, Inc., is the oldest manufacturer of mobile "on the road" truck refrigeration equipment in the country; the firm's equipment is being used for transporting all types of frozen foods, produce, ice cream and meats. Kold-Trux equipment can also be used for controlling temperatures to keep perishable products from freezing during winter transportation, as well as keeping them cold or frozen, according to requirements.

"The combination of Kold-Hold and Kold-Trux equipment," stated Mr. Tranter, "is another step in Kold-Holds plans for supplying the complete truck refrigeration needs for the growing transportation industry."

Kold-Hold's "Hold-Over" truck plates, serpentine plates for multiple commercial refrigeration uses, platecoils for industrial processes, and radiant baseboards for residential and commercial heating and contract work, with the Kold-Trux units, are expected to permit a more complete offering of equipment for home and industry.

MID **B** DLE

THIRST-AID

REG. U.S. PAT. OFF.

ICE CREAM FLAVORS, FRUITS & SAUCES

Manufactured by Joseph Middleby Jr. Inc., Boston 10, Massachusetts — Established in 1870

DIAMOND ALKALI FORMS SUBSIDIARIES

Diamond Alkali Company, one of the nation's leading producers of basic chemicals, announced recently that it had formed two new subsidiary companies to handle its rapidly-increasing volume of export sales.

The new concerns, both incorporated in Delaware, began their activities September 1. Diamond Alkali Inter-American Corporation will be the sales outlet for Diamond chemicals in Latin-America and other countries in the Western Hemisphere outside the United States; and Diamond Alkali International, Inc., will serve all other areas of the world.

Offices and facilities of both new companies will be at 122 East 42nd Street, New York City. S. S. Savage has been

elected President of the new export companies.

Diamond Alkali operates thirteen plants throughout the United States which produce organic and inorganic chemicals for agriculture and industry.

OVAL WOOD APPOINTS STEVENSON

W. H. Stevenson has been appointed Assistant Sales Manager of the Oval Wood Dish Corporation with headquarters at Tupper Lake, New York. John J. Bujold, Philadelphia representative, has been transferred to New York City in Mr. Stevenson's place.

Both changes became effective September 1. They were announced by Sales Manager G. S. Shields.

**DIETERT
DETROIT**



**SOLFAT
DETERMINATOR**

**MORE
SALES
AND
PROFITS**

**WHEN YOU CONTROL
FAT AND SOLIDS**

- 1 Eliminates Loss of Valuable Ingredients
- 2 Insures Compliance with Legal Standards
- 3 Helps Produce Uniform Taste and Texture
- 4 Increases Customer Satisfaction
- 5 Practical for Any Size Dairy

CONTROL EQUIPMENT

DIETERT

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WRITE TO
DEPT. 88 FOR
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THE NAME FOR *Quality* CHOCOLATE

VAN LEER


Chocolate Products
in the
Great Dutch Tradition

Manufacturers of

- quality coatings for ice cream bars
- chocolate liquors

Importers of

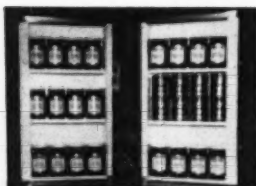
- Holland-Dutch Cocoas



VAN LEER CHOCOLATE CORP.

Jersey City 2, N. J. JO 5-8080

NEW ... NEW ... NEW !!!!! Sell More Ice Cream, Toppings, Syrups, etc.



10" wide, 20" high
Chrome Top

Will Fit Most Cabinets

EXTRA SHELVES to fit all V. M. Superstructures



Extends Superstructure
to 60 inches

No Drilling ... No Bolting

LOW PRICES

MIDDLE WEST DISPLAY & SALES CO., 1635 W. Melrose St., Chicago, Ill.

FAIRMONT HAS PERSONNEL CHANGES

Several personnel changes have been announced by the Fairmont Foods Company.

E. O. Gibb, formerly manager of the Fairmont branch at Lawton, Oklahoma, has been named to succeed E. D. Edquist as Southwestern Division Manager. Mr. Edquist, former Vice President in charge of the firm's Southwestern Division, has been named Vice President in charge of all divisional operations.

J. E. Carter, manager of the Fairmont Foods branch at Wichita Falls, Texas, will become manager of the Lawton branch, and Forrest D. Pridgen, formerly sales supervisor at Wichita Falls will head up that branch.

Mr. Gibb, who has been with the firm since 1930 when he joined Fairmont at Concordia, Kansas, will headquarter at Kansas City where the company is opening a new division office. One of five divisions in the firm, the Southwestern Division includes thirteen Fairmont plants in eastern Nebraska, Kansas, Oklahoma, Texas and Arkansas.

Mr. Gibb has worked for Fairmont at Sioux City, Iowa, Omaha, Nebraska, and Dodge City, Kansas. He has been branch manager of the Fairmont plant at Lawton since 1945.

SWEDEN PRODUCING HEAVY-DUTY FREEZER

Fall production of the Model 1-200, a heavy-duty freezer especially suited for outlets which do a large volume of business, is well underway, according to Harvey F. Swenson, President of the Sweden Freezer Manufacturing Company.

The Model 1-200 is an automatic continuous freezer that has an output of twenty-five gallons an hour of low overrun product. Because of that high production capacity, this floor model freezer is said to be finding ready acceptance by specialty shops, drive-ins, concessions and other establishments doing a heavy retail business.

The 1-200, which has a five-gallon head, is equipped with a four-gallon refrigerated stainless steel mix tank from which feeding into the cylinder, dasher operation, and dispensing gate plunger is controlled by an electrical foot switch, leaving both hands free to handle cones and dishes. This feature is a factor in increasing speed of service, operators report.

A heavy-duty, high torque, 2 HP motor drives a special spiral frame dasher through a ball-bearing helical gear case and self-adjusting V-belt, and refrigeration is obtained from a 3 HP Freon water-cooled condensing unit provided with oil separator and heat exchanger with heavy duty relays and starters on all circuits. The frame of this model permits removal of condensing unit and use of freezer as a table model unit on reserve supply mix compartment, cabinet or counter.

As with all Sweden Freezers, the exterior of the 1-200 has white enamel panels, with the freezer front finished in chrome, and the dasher, freezing cylinder, gate plunger and mix valve all made of stainless steel. This type of construction facilitates cleaning the freezer so that it may be accomplished in only a few minutes at the end of the day's operation.

TRY BURTONITE

EDIBLE STABILIZER made from Domestic Irish Moss

Only 88¢ worth, or less, needed per 100 gals. of mix for effective results. Makes ice cream SMOOTHER than gelatin. Easily handled: just mix with sugar and add at pasteurizer when mix is hot or cold.

VERY LOW IN NET COST

THE Burtonite COMPANY
NUTLEY 10, N. J.

THE ORIGINAL

BM

FLAVORING POWDER

for **BUTTER-PECAN**
ICE CREAM

Mary Welch Specialties
FOR ICE CREAM MANUFACTURERS

900 N. MICHIGAN AVE., CHICAGO 11

ICE CREAM FIELD, September 1952



Shore Craft

STAINLESS STEEL FOUNTAIN ACCESSORIES

← ICE CREAM SPADES

Constructed of 18-8 stainless steel. Bakelite handle. Strong. Sturdy. Sanitary.

→ ICE CREAM DISHERS

18-8 Stainless Steel Construction Throughout. Made in eight sizes: 8, 10, 12, 16, 20, 24, 30, 40. With different color Bakelite Handles denoting disher sizes.

PRECISION MADE FOR SATISFACTORY SERVICE

SHORE MACHINE CORPORATION

455 West 45th Street, New York 19, N. Y.
Manufacturers of SHORE CRAFT Quality Fountain Accessories



COURSES SET AT RUTGERS

Ice cream making and milk testing short courses will be held at Rutgers University again early next year.

The ice cream course is scheduled for January 5 to 15, to be followed by the fifth annual Ice Cream Manufacturers' Conference on January 16. The milk testing course will begin January 19. After it concludes on January 23, the annual Market Milk Conference is scheduled.

Dr. Joseph G. Leeder, associate professor of dairy manufacturers at the New Jersey State University, will conduct the ice cream course and conference. The milk testing course and market milk conference will be under the direction of Dr. Samuel A. Lear, also associate professor of dairy manufactures.

Inquiries concerning both courses may be addressed to Professor Frank G. Helyar, director of resident instruction, Rutgers University, New Brunswick, New Jersey.

DOW BULLETIN AVAILABLE

The Dow Chemical Company announces the availability of a new bulletin on the use of Styrofoam for low-temperature insulation.

In addition to providing the properties of Styrofoam, the twenty-four page illustrated booklet covers methods of installing the material on various surfaces, how to apply adhesives and finishes, and data on several low-temperature applications,

including insulated vehicles, ship holds, refrigerated equipment, and many industrial uses.

The bulletin is available without cost from the Plastics Department, Dow Chemical Company.

MAINTENANCE CONFAB SCHEDULED

Sixty-six separate sessions on maintenance problems, by far the most exhaustive treatment of the subject ever undertaken, have been scheduled for the Plant Maintenance Conference, which will be held at the Public Auditorium, Cleveland, from January 19 to 22, inclusive, it was announced last month by Clapp & Poliak, Inc., New York, which conducts the conference.

The sessions, twice the number conducted last year, will take place concurrently with the Plant Maintenance Show.

Included in the discussions will be three panels, sixteen sectional conferences, forty-two roundtables, four plant tours and a banquet.

Maintenance problems in eleven industries will come in for special discussions. These include automotive, chemical, electrical manufacturing, food processing and packaging, foundries, paper mills and paper products, petroleum refining, printing and binding, rubber goods, steel mills and fabricating plants, and textiles.

Separate conferences also will be held for maintenance problems in small, medium and large plants.

GREETINGS

at Convention Time

AVLON'S FLAVORS

125 DWIGHT STREET • SPRINGFIELD 3, MASS.

FINER MAPLE FLAVORS

For Better Maple Ice Cream

PURE AND IMITATION

Economical to Use

WORKSMAN CYCLES

The outstanding name in ice cream vending cycles



A complete line. Write for prices

WORKSMAN TRADING CORP.

446 Adelphi St.

Brooklyn 17, N. Y.

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ICE CREAM FIELD'S

Yearbook Catalog

Advertising Displays and Material

Ad-Color Corp., Pasadena, Cal.
American Ice Cream Merchandising Council, Inc., Indianapolis, Ind.
Brown-Blodgett, Inc., St. Paul 1, Minn.
Couch & Philippi, Los Angeles, Calif.
G. P. Gundlach & Co., Cincinnati 12, Ohio
Hines-Park Foods, Ithaca, N. Y.
Meyercoed Co., Chicago, Ill.
Middle West Display & Sales Co., Chicago, Ill.
Milprint, Inc., Milwaukee, Wis.
Morse Decals, Los Angeles, Calif.
Mutholland-Harper Co., Phila., Pa.
Ohio Advertising Display Co., Cincinnati, Ohio
Schmidt Lithograph Co., San Francisco, Calif.
The Weiller Co., Philadelphia, Pa.

Chocolate Products

Ambrosia Chocolate Co., Milwaukee, Wis.
Water Baker & Co., Inc., Dorchester, Mass.
Balch Flavor Co., Pittsburgh, Pa.
W. L. M. Bensdorp Co., Boston 10, Mass.
Blumenthal Brothers, Philadelphia 37, Pa.
Boyer Bros., Inc., Altoona, Pa.
Chocolate Products Co., Chicago, Ill.
Extrac Co., Brooklyn, N. Y.
S. Gumpert Co., Ozone Park, N. Y.
Hooton Chocolate Co., Newark, N. J.
Robert A. Johnston Co., Milwaukee, Wis.
Nestle Co., White Plains, N. Y.
Rockwood & Co., Brooklyn 5, N. Y.
J. Hungerford Smith Co., Rochester, N. Y.
Van Leer Chocolate Corp., Jersey City, N. J.
Wilbur-Suchard Chocolate Co., Inc., Lintz, Pa.

Dry Ice and Refrigerants

Liquid Carbonic Corp., Chicago 23, Ill.
Mathieson Chemical Corp., Baltimore, Md.

Eggs

Stein, Hall & Co., Inc., New York, N. Y.
Swift & Co., Chicago 9, Ill.
Whitson Products Div., New York 17, N. Y.

Anti-Oxidants

Wm. J. Stange Co., Chicago, Ill.

Cabinets

Ace Cabinet Co., New York, N. Y.
Anheuser-Busch, Inc., St. Louis, Mo.
The Bastian-Blessing Co., Chicago, Ill.
Eskimo Kooler Corp., Chicago 13, Ill.
Frigidaire Div., General Motors Sales Corp., Dayton, Ohio
Grand Rapids Cabinet Co., Grand Rapids, Mich.
Hussman Refrigeration, Inc., St. Louis, Mo.
C. V. Hill, Trenton, N. J.
Ice Cooling Appliance Corp., Morrison, Ill.
Jordon Refrigerator Co., Philadelphia, Pa.
Kari-Kold Co., Grand Rapids, Mich.
Kelvinator Division, Nash-Kelvinator Corp., Detroit, Mich.
C. Nelson Mfg. Co., St. Louis, Mo.
Refrigeration Corp. of America, Albion, Mich.
Savage Arms Corp., Utica, N. Y.
Schaefer, Inc., Minneapolis, Minn.
Tyler Fixture Co., Niles, Mich.
Weber Showcase & Fixture Co., Inc., Los Angeles, Calif.

Cabinet Superstructures

Middle West Display & Sales Co., Chicago, Ill.

Cabinet Lids

Dean Products, Brooklyn, N. Y.
R. K. Merritt & Assoc., Pasadena, Calif.
Savage Arms Corp., Utica, N. Y.
Thermacote, Los Angeles 13, Calif.

Cabinet Units

Copeland Refrigeration Corp., Sidney, Ohio
Frigidaire Div., General Motors Sales Corp., Dayton, Ohio
Marlo Coil Co., St. Louis, Mo.

Can Holders

Dean Products, Brooklyn, N. Y.

Cans, Ice Cream, Paper

Lily-Tulip Cup Corp., New York 17, N. Y.
Morris Paper Mills, Chicago, Ill.
National Folding Box Co., New Haven, Conn.
Sealright Co., Fulton, N. Y.

Cleansers

Mathieson Chemical Co., Inc., Baltimore, Md.
Winthrop Chemical Co., Inc., New York 13, N. Y.

Colors

H. Kohnstamm & Co., New York, N. Y.
Sterwin Chemical Co., New York, N. Y.

Cones & Cups

Drumstick Inc., Fort Worth, Texas
Flare-Top Cones, Eat-It-All Cups, offices in 13 cities.
S & S Cone Co., New York, N. Y.
The Safe-T Cone Co., Chicago 16, Ill.

Containers, Paper

American Paper Goods Co., Kensington, Conn.
Bloomer Bros., Newark, N. Y.
Butler Paper Prod. Co., Toledo, Ohio
Container Corp. of America, Chicago, Ill.
Continental Can Co., New York, N. Y.
Dixie Cup Co., Easton, Pa.
Lily-Tulip Cup Corp., New York 17, N. Y.
Marathon Corp., Menasha, Wis.
Newly Weds Baking Co., Chicago, Ill.
Sealright Co., Fulton, N. Y.
Sutherland Paper Co., Kalamazoo, Mich.

Credit Information, Lists

Dairy Credit Bureau, Chicago, Ill.

Dairy Equipment

Alloy Products Corp., Waukesha, Wis.
Cherry-Burrell Corp., Chicago, Ill.
Chicago Stainless Equipment Corp., Chicago, Ill.
Creamery Package Mfg. Co., Chicago, Ill.
Harry W. Dietert Co., Detroit, Mich.
Girton Mfg. Co., Millville, Pa.
Mojonner Bros. Co., Chicago, Ill.
Paper-Pak, Inc., Buffalo 3, N. Y.
Wisner Mfg. Co., New York, N. Y.

Defrosting Equipment

Rescor Division, New York 36, N. Y.

Fillers, Packaging Machines

Anderson Bros. Mfg. Co., Rockford, Ill.
Eskimo Pie Corp., Bloomfield, N. J.
Ex-Cell-O Corp., Detroit, Mich.
Fulton Engineering, L. I. C., N. Y.
Hayssen Mfg. Co., Sheboygan, Wis.
Hudson-Sharp Machine Co., Green Bay, Wis.
Lynch Corp., Toledo 1, Ohio

Flavors, Fruits, Nuts and Extracts

Alpha Aromatics, Inc., Brooklyn, N. Y.
American Food Laboratories, Inc., Brooklyn, N. Y.
Avlon's Flavors, Springfield, Mass.
Balch Flavor Co., Pittsburgh 12, Pa.
Beck Vanilla Products Co., East St. Louis, Ill.
Blanke-Baer Ext. & Pres. Co., St. Louis, Mo.
Boyer Bros., Inc., Altoona, Pa.
California Almond Growers Exch., Sacramento, Calif.
Chill-Ripe Fruit, New York, N. Y.
Robert P. Christiansen Co., Chicago 18, Ill.
Cino Chemical Co., Cincinnati, Ohio
Eastern Paper & Box Co., Boston, Mass.
Extrac Co., Brooklyn, N. Y.
Fenn Bros., Sioux Falls, S. D.
Floravapor Co., Pittsburgh, Pa.
Floravynth Laboratories, Inc., New York, N. Y.
Food Materials Corp., Chicago, Ill.
Foote & Jenks, Jackson, Mich.
Frigid Food Products, Detroit 7, Mich.
Frosted Fruit Prod., Los Angeles 12, Cal.
R. E. Funsten Co., St. Louis 3, Mo.
Globe Extracts, Brooklyn, N. Y.
S. Gumpert Co., Jersey City, N. J.
Hudson Mfg. Co., Chicago, Ill.
France E. Kellogg Co., Milwaukee 2, Wis.
H. Kohnstamm & Co., New York, N. Y.
Limpert Bros., Inc., Vineland, N. J.
Joe Lowe Corp., New York 1, N. Y.
S. H. Mahoney Extract Co., Chicago 16, Ill.
Massey's Vanillas Inc., Chicago, Ill.
Mann's Candies, Los Angeles, Cal.
McCarthy Fruit Prod. Co., Evanston, Ill.
David Michael & Co., Philadelphia, Pa.
Joseph Middleby, Jr., Inc., Boston 10, Mass.
Northville Laboratories, Inc., Northville, Mich.
Pangburn Co., Ft. Worth, Texas
Charles A. Peterson Co., Cleveland, Ohio
Pineapple Growers Assoc., San Francisco, Cal.
C. M. Pitt & Sons, Baltimore, Md.
Polak & Schwarz, Inc., New York 14, N. Y.
Ramsey Laboratories, Cleveland, Ohio
Richardson Corp., Rochester, N. Y.
C. F. Sauer Co., Richmond, Va.
Seligman Candy Co., Oakland, Cal.
J. Hungerford Smith Co., Rochester, N. Y.
R. W. Snyder Co., Battle Creek, Mich.
The Standard Fruit Product Co., Cincinnati, O.
Sterwin Chemical Co., New York, N. Y.
Vanilla Laboratories, Inc., Rochester, N. Y.
Virginia Dare Extract Co., Brooklyn, N. Y.
Mary Welch Specialties, Chicago, Ill.

Where To Buy It



Fountain Accessories

American Cyanamid Co., New York, N. Y.
Helme-Lacy, Inc., Chicago, Ill.
Kenco Products Corp., New York, N. Y.
Limpert Bros., Inc., Vineland, N. J.
Lloyd Disher Co., Decatur, Ill.
Malt-A-Plenty, Tulsa, Okla.
John H. Mulholland Co., Milford, Del.
Pennco, Inc., Philadelphia, Pa.
Prince Castle Sales Div., Chicago, Ill.
Scoop-Rite Co., Detroit, Mich.
Shore Machine Co., New York, N. Y.
Smith-Werner Co., Denver 4, Colo.
Zeroll Co., Toledo, Ohio

Freezers, Ice Cream

Cherry-Burrell Corp., Chicago, Ill.
Creamery Package Mfg. Co., Chicago 7, Ill.
General Equipment Sales, Indianapolis, Ind.
Sweden Freezer Mfg. Co., Seattle, Wash.

Hardening Rooms

King Co., Owatonna, Minn.
Freezer Box Div., Annapolis, Md.

Homogenizers

Cherry-Burrell Corp., Chicago, Ill.
Creamery Package Mfg. Co., Chicago 7, Ill.

Improvers

Horner Sales Corp., Pittsburgh, Pa.
R. G. Moench & Co., Inc., New York 7, N. Y.
Forest Wadding Co., Boston, Mass.

Insulated Bags and Liners

Consolidated Paper Bag Co., Boston 43, Mass.
Forest Wadding Co., Boston, Mass.
Jiffy Mfg. Co., Hillside, N. J.
Whitney Bros., Inc., Boston, Mass.

Insulated Packages

Hankins Container Co., Cleveland, Ohio
Sherman Paper Products Co., Boston, Mass.

Insulated Clothing

Insulated Clothing Mfg. Co., Inc., New York 6, N. Y.

Insulation

British Xylonite, Inc., New York, N. Y.

Low Fat Bases

Crest Foods Co., Ashton, Ill.
R. G. Moench & Co., New York, N. Y.
Ramsey Labs, Cleveland, Ohio

Milk Products

American Dry Milk Institute, Chicago, Ill.

Novelty Equipment & Supplies

Alloy Products Corp., Waukesha, Wis.
Americana Enterprises Co., New York, N. Y.
Anderson Bros. Mfg. Co., Rockford, Ill.
Drumstick, Inc., Fort Worth, Texas
Eskimo Pie Corp., Bloomfield, N. J.
Extrax Co., Brooklyn, N. Y.
Flavor Products Co., Cincinnati, Ohio
Fulton Engineering Co., L. I. C., New York
Globe Extract Co., Brooklyn, N. Y.
Ice Cream Novelties Div., New York, N. Y.
LeRoy Foods, Brooklyn, N. Y.
Joe Lowe Corp., New York 1, N. Y.
Ludwig-Lockhart Co., Minneapolis, Minn.
National Pectin Products Co., Chicago, Ill.
The Newly Weds Baking Co., Chicago, Ill.
Vitafreeze Equipment, Sacramento, Calif.

Packaging

(See "Containers")

Packaging Machines

(See "Fillers")

Refrigerating Equipment

Cherry-Burrell Corp., Chicago, Ill.
Copeland Refrig. Corp., Sidney, Ohio
Creamery Package Mfg. Co., Chicago 30, Ill.
Dole Refrigerating Co., Chicago, Ill.
Kari-Kold Co., Grand Rapids, Mich.
King Co., Owatonna, Minn.
Kold-Hold Mfg. Co., Lansing, Mich.
Marlo Coil Co., St. Louis, Mo.

Sandwich Wafers

Empire Biscuit Div., Brooklyn, N. Y.
LeRoy Foods, Brooklyn, N. Y.

Shipping Containers

Meeze, Inc., Madison, Ind.
TEC Corp., Indianapolis, Ind.

Soda Fountains

Ace Cabinet Corp., New York, N. Y.
Bastian-Blessing Co., Chicago, Ill.
Grand Rapids Cabinet Co., Grand Rapids, Mich.
Liquid Carbonic Corp., Chicago, Ill.
C. Nelson Mfg. Co., St. Louis, Mo.
Schaefer, Inc., Minneapolis, Minn.

Spoons, Sticks

John H. Mulholland Co., Milford, Del.

Stabilizers and Emulsifiers

American Broddo Corp., New York 1, N. Y.
American Food Laboratories, Inc., Brooklyn, N. Y.
Balch Flavor Co., Pittsburgh 12, Pa.
Burtonite Co., Nutley, N. J.
Creamery Package Mfg. Co., Chicago 7, Ill.
Crest Foods Co., Ashton, Ill.
Extrax, Inc., Brooklyn, N. Y.
Germantown Mfg. Co., Philadelphia 47, Pa.
S. Gumpert Co., Ozona Park, New York
Horner Sales Corp., Pittsburgh 8, Pa.
Kelco Co., New York 5, N. Y.
Kraft Foods Co., Chicago 90, Ill.
McGraw Chemical Co., Chicago, Ill.
R. G. Moench & Co., New York, N. Y.
National Pectin Products Co., Chicago, Ill.
Ramsey Laboratories, Inc., Cleveland, Ohio
R. W. Snyder Co., Battle Creek, Mich.
Stein, Hall & Co., New York 6, N. Y.
Swift & Co., Chicago 9, Ill.
U-Cop-Co., Chicago 9, Ill.
Whitson Products Co., New York
B. Young & Co. of America, New York, N. Y.

Sugar, Corn

American Maltz-Products Co., New York, N. Y.
Clinton Foods Inc., Clinton, Iowa
Corn Products Sales Co., New York, N. Y.
The Hubinger Co., Keokuk, Iowa
A. E. Staley Mfg. Co., Decatur, Ill.

Sugar, Liquid and Refined

Nulomoline Div., American Molasses Co., N. Y., N. Y.
Refined Syrups and Sugars, Inc., Yonkers, N. Y.
Sugar Information, Inc., New York, N. Y.

Truck Bodies

Amerio Refrig. Equipmt. Co., Union City, N. J.
Barry & Baily Co., Philadelphia, Pa.
Batavia Body Co., Batavia, Ill.
Franklin Body & Equipment, Brooklyn, N. Y.
Keystone Wagon Works, Inc., Philadelphia 22, Pa.
Meyer Body Co., Buffalo, N. Y.
Murphy Body Works, Wilson, N. C.
Robbins & Burke, Inc., Cambridge, Mass.
Schnabel Co., Pittsburgh, Pa.
Morris Soffe & Sons, Philadelphia, Pa.

Trucks

White Motor Co., Cleveland, Ohio

Vending Boxes

Dodds Supply Co., Clarence, N. Y.

Vending Carts & Cycles

Workman Cycle Co., Brooklyn, N. Y.

Vending Machines

Atlas Tool & Mfg. Co., St. Louis, Mo.
Smithco, Inc., Peoria, Ill.
Vendo Corp., Kansas City, Mo.

Classified Advertising

FOR SALE

FOR SALE: Two 40-80 Vogt freezers used two months only—two years old with 2 Univats, 35 twin molds, 25 3 oz. molds, 20 3 1/2 oz. molds. All stainless steel with stickholders. 250 baskets for sandwiches, Mr. Big, brand new. Write Box 455, ICE CREAM FIELD, 19 West 44th Street, New York 36, New York.

FOR SALE: Ice cream plant, fully equipped, very desirable location. Truck account etc. Will finance 50%. Ritz Ice Cream Co., Bonne Terre, Mo.

FOR SALE: Two 40/80 Cherry Burrill Cont. Freezers perfect condition. 60 3 1/2 oz. all Stainless Molds, 24 4 oz. all Stainless Molds, 500 gal. S. S. Milk Cooler (used 2 months). Call PR. 8-7430 or write E. Lipitz, 1708 President Street, Brooklyn, New York.

FOR SALE: One (1) 500 gallon Mantion Gaulin Homogenizer, 2 years old, perfect condition. One (1) Icy-flo, 5000 pounds per hour, sweet water cabinet cooler, 1 year old. Reason for selling: both of these pieces of equipment are too small for present operation. Cleary's Milk & Ice Cream Company, Rhinelander, Wisconsin. Telephone 190.

FOR SALE: Ice Cream Advertising Material—Write for samples and Price List. E. R. Quackenbush, 432 Fair Street, Berea, Ohio.

FOR SALE: Four 1948 Crosley Dry Ice Vending Trucks in good condition. Will sell cheap. Dream Ice Cream Co., 611 Erie Avenue, Niagara Falls, New York.

FOR SALE: One Chevrolet Refrigerated Body Truck, 1 1/2 ton, Batavia Body, Two door, 500 gallon capacity equipped with Kold-Hold plates. \$1500. Cupid Ice Cream Co., 2449 W. McMicken Avenue, Cincinnati, 14, Ohio.

FOR SALE: Combination, Small compact ice cream manufacturing plant and Specialty Fountain Lunch. Present owner making very good money on short hours and six day week. Very good equipment and lease. Located in Oakland, California. A beautiful setup for a man and family or two partners. This is a clean solid deal and will stand rigid investigation. Terms to right party. Write Box 453, ICE CREAM FIELD, 19 W. 44th Street, New York 36, New York.

FOR SALE: 1/4 ton 3 wheel ice cream retail truck, 36 cu. ft., 125 doz. capacity. BARGAIN. Box 426, ICE CREAM FIELD, 19 W. 44th St., New York 36, N. Y.

FOR SALE: Complete novelty installation: 40-Mold Brine Tank, stick bar equipment; single and twin molds; stickholders, sorter and dispenser; 2 chill tunnels; automatic bagger and conveyor; dip and supply tank; wiring and accessories; excellent condition. Write to Polar Ice Cream Novelties, 400 W. Madison, Chicago 6. Phone Dearborn 2-4722.

FOR SALE: 60 gallon Creamery Package Continuous Freezer; Creamery Package Fruit Feeder, 1/4 H.P.; 40 qt. Cherry-Burrell Triple Dasher Freezer; 75 to 1500 gallon Homogenizer or Viscosizers; 350, 650 and 1000 gallon Coil Vats; 100 to 300 gallon Pasteurizers; 6 ft. 24 and 36 tube Surface Coolers; Jensen Cabinet Cooler, 8 wings 56 tubes. Lester Kehoe Machinery Corporation, 1 East 42nd Street, New York 17, New York.

FOR SALE: Complete vending business—7 trucks, 3 carts and fully equipped novelty manufacturing plant. Upper New York State. A terrific deal for party who knows vending business. Sales can be tripled. Box 397, ICE CREAM FIELD, 19 W. 44th St., New York 36, N. Y.

FOR SALE: 1952 Ford truck insulated body, dry ice type two doors. Reasonable. A. Diamond, 177 Ninth Street, Jersey City, New Jersey.



FOR TAILOR MADE SPECIALTIES

We Invite Your Inquiry

MCCARTHY FRUIT PRODUCTS CO.
1715 CHURCH STREET • EVANSTON, ILLINOIS

STABILIZERS

made from our
Ultra-Refined and Rigidly Controlled

Irish Moss Extracts

give better results
at lower cost

• "CARALAK"

A complete ice cream and ice milk stabilizer of outstanding efficiency

• "GELCARIN"

The perfect Irish Moss base for your own blend.

ALGIN CORPORATION of AMERICA

24 State Street

New York 4, N. Y.

Classified Advertising

FOR SALE

FOR SALE: 1952 1½ Ton Ford Truck, refrigerated body, 5 plates 1½ H.P. Unit, 6 doors. A good buy. A. Diamond, 177 Ninth Street, Jersey City, New Jersey.

FOR SALE: Almost new ten quart Bastian Blessing Ice Cream Freezer with forty gallon hardening cabinet. Perfect condition, \$1,000. Will consider trade for 150 or 200 gallon pasteurizer. Gordon Dairy, Mana, Arkansas.

HELP WANTED

HELP WANTED: Salesman—with following among ice cream manufacturers, to represent nationally-known firm selling to ice cream manufacturers. Strong promotional line backed by advertising. Box 316, ICE CREAM FIELD, 19 W. 44th St., New York 36, N. Y.

HELP WANTED: BROKERS Contracting ice cream manufacturers to represent firm producing highest quality "liquid marshmallow." Some choice territories still open due to expansion and adjustments. Wonderful opportunities for the right men. Box 456, ICE CREAM FIELD, 19 W. 44th Street, New York 36, New York.

HELP WANTED: Salesman with following among ice cream manufacturers to represent a very fine old established flavor manufacturer of nationally known products. Unusual opportunity. May be handled in addition to non-competing lines. Some choice territories open. Liberal Commissions. Replies confidential. Write Box 457, ICE CREAM FIELD, 19 W. 44th Street, New York 36, New York.

POSITION WANTED

POSITION WANTED: As sales representative or jobber. Have a background of 25 years' experience in sales and service to the ice cream industry throughout the entire United States with an excellent following. Have now confined my operation to the States of Missouri, Iowa and Southern Illinois and am looking for additional lines of merit. Write Box 454, ICE CREAM FIELD, 19 West 44th Street, New York 36, New York.

WANTED TO BUY

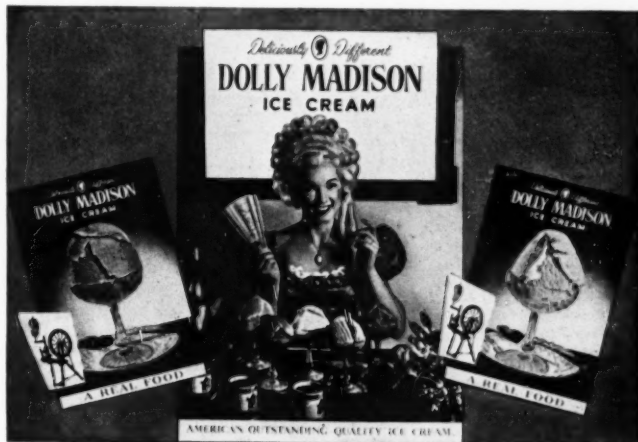
WANTED TO BUY: 60 OR 80 GALLON USED CHERRY BURRELL VOGT FREEZER. ALSO USED AMMONIA COMPRESSORS FOR SAME. SENECA DAIRY PRODUCTS, INC., PENN. YAN, NEW YORK.

WANTED TO BUY: Refrigerated truck, 1200 or 1500 gallon ice cream capacity. Must be in good condition and of some standard make. Artesian Valley Foods, Meade, Kansas.

WANTED TO BUY: Used tricycles, scooters, vending machines. Write Pony Boy Limited, 1629 Van Horne Ave., Montreal, Quebec.

Rates

RATES: machinery, equipment and supplies for sale or wanted to buy, 6c a word (including address) for each insertion; help and positions wanted, 2c a word (including address). Bold face type double regular rates. Minimum charge \$1.00.



ICE CREAM...

PHILADELPHIA'S "BUY" WORD

Philadelphians hold the record for consumption of ice cream... a "buy" word established by daily sight of window displays that step up impulse buying... clinch the sales.

You too can match that record... sell more ice cream with Weiller's outstanding window displays... tested and proved in Philadelphia, leader in ice cream consumption! Wide variety of

magnetic, beautifully lithographed window display sets open for your territory. Ask to have our representative in your area show you samples, or write us for particulars.

Three-piece DOLLY MADISON ICE CREAM window set, above... IC-1178, centerpiece 25½" wide x 36¼" high. Side cards 14¼" x 19½".

THE Weiller CO.

The House of "SELL-A-VISION" Displays
Castor Avenue and Amber Street—Dept. A
Philadelphia 34, Pa.

Exclusive Canadian Representatives: Lawson & Jones Ltd., London, Ont.

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Anderson

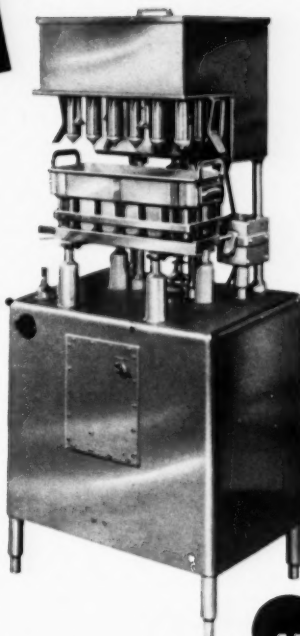
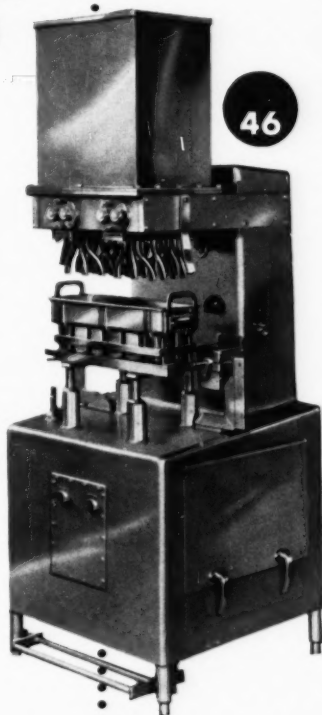
Capacity: BOTH MODELS
15 MOLDS PER MINUTE
900 MOLDS PER HOUR
1800 DOZ. NOVELTIES PER HOUR

THE ANDERSON MODEL 45 LIQUID MOLD FILLER AND THE ANDERSON MODEL 46 ICE CREAM MOLD FILLER CAN BE LINED UP SIDE BY SIDE SO THAT THE SAME CONVEYOR CAN BE USED. OPERATION, HOWEVER, IS SEPARATE.

FAST-DISPENSING MACHINES DESIGNED FOR DURABILITY ...SIMPLE AND ACCURATE OPERATION

For Dispensing Ice Cream

The Anderson Model 46 twenty-four cavity mold filler is designed for dispensing ice cream and other products having the consistency of ice cream. When filling single or twin molds with one flavor, operation is fully automatic, filling 24 pockets at one time. Quantity adjustment of from 2 to 4 ounces is possible, and while the machine is in motion. Like the Anderson 45, this unit operates in a conveyor line—mold is raised to filling position then lowered again to continue on conveyor. Timing and accurate dispensing is of paramount importance in both of these Anderson models. All parts that contact ice cream are stainless steel; the insulated hopper has a 14-gallon capacity and is divided in two equal sections; floor space taken by the machine is 26" x 28". Investigate the Anderson 46; see how it can also be lined up on the same conveyor with the Anderson 45.



For Dispensing Liquids

Ingenious in design, basically simple in operation, the Anderson Model 45 liquid mold filler is the answer to fast, accurate production of molded liquid bars. Operation is fully automatic. Single or twin molds can be filled by the Anderson 45; the machine is equipped with a measuring cylinder for each cavity in the mold. Quantity is adjustable from 2 to 4 ounces by using different size valves. Because measurement is accurate, collars on the novelty are eliminated. The tank and all parts that contact the liquid are of stainless steel; nozzles are of Neoprene and are removable. The Anderson 45 takes up only 18" x 26" of floor space and stands 60" high. Get all the facts on this outstanding machine. See how it can increase volume and reduce your production costs.

See the new Anderson machines on display at the Dairy Industries Exposition.

Use this Handy Coupon for Quick Information

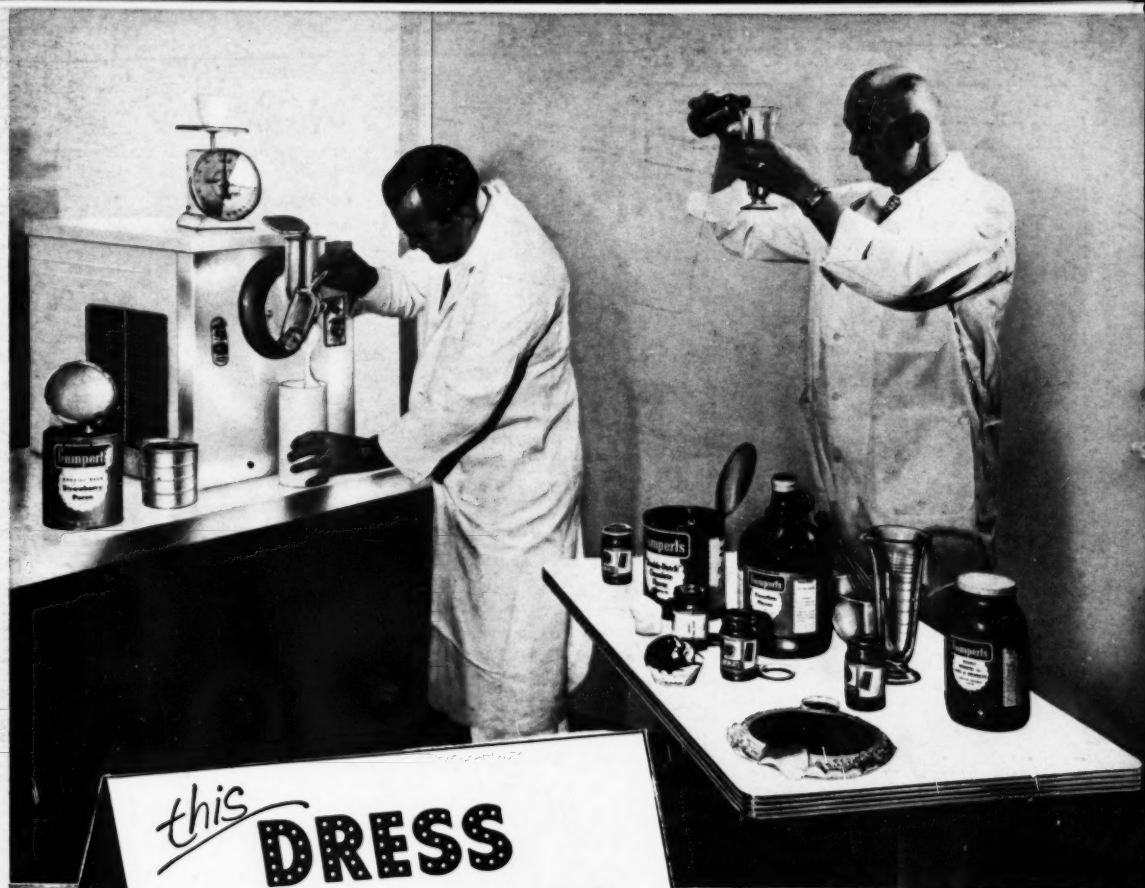
ANDERSON BROS. MFG. CO., ROCKFORD, ILLINOIS

Please Send Bulletin No. 9-3

Name

Address





this DRESS REHEARSAL

SEE US AT THE
DAIRY INDUSTRIES EXPOSITION IN CHICAGO
SEPTEMBER 22-27, BOOTH C-65

... insures "never-miss" performance in your plant!

Just as actors stage a full dress rehearsal before facing an audience — we at Gumpert stage our own dress rehearsal for each of our products... to insure "never-miss" performance in your plant.

In our Finished Product Proving Department, technicians working with equipment such as you use, take a sample of each and every batch as it comes from our production line and prepare it in ready-to-serve form.

FOR EXAMPLE: Gumpert's Double Dutch Chocolate

is used in the preparation of chocolate ice cream according to the instructions on the can label. Then, the uniformly dark color and rich flavor that characterize this Gumpert product must be present in this sample — or the entire batch is rejected.

One of our Field Representatives will gladly demonstrate how you can enjoy better business, finer quality, and greater operating efficiency — at no greater real cost — when you use Gumpert's Fruits and Flavors. Ask him today!



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JERSEY CITY 2, N. J.
Chicago • San Francisco

GUMPERT

... the choice of 40,000 customers — coast to coast!

270 QUALITY FOOD SPECIALTIES FOR ICE CREAM MANUFACTURERS... and more on the way!